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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CVII.

NEW YORK, FEBRUARY 7, 1925

No. 6

NOTICE!

We have the book that is going to cause the sensation this Spring. **THE CONSTANT NYMPH** by *Margaret Kennedy*. ¶ In London **THE CONSTANT NYMPH** is on everyone's tongue, it's selling faster than they can print it, and literary people there who have never before signed a review about a current book have written long, unsolicited praises of *Margaret Kennedy's* novel. ¶ When *The London Times* selected the four most notable novels of 1924, it picked **THE CONSTANT NYMPH** by *Margaret Kennedy*, *Sard Harker*, *The White Monkey*, and *A Passage to India*. ¶ **THE CONSTANT NYMPH** will be published this week. *Watch the reviews! Watch your stock!* **\$2—net**

Doubleday, Page & Co.

Garden City, New York

In Canada: 25 Richmond St., W., Toronto

Remember "Dere Mable"?

There's just as big a chance for quick turnover in

Publication
February

26

Net
\$1.00



Arresting
Orange
Jacket

Boards,
12mo.

A thrilling melodrama of New York's daytime whirl and night-life jazz told by Harry Liscomb, the Boy Novelist. Louis Bromfield, author of "The Green Bay Tree," says: "Thanks for two hours of great fun! Certainly the most entertaining book of its kind since 'The Young Visitors.' As a compendium of contemporary slang it is priceless." Question—can you stop laughing long enough to sell it! Bright orange envelope size circulars—do you want an imprinted supply? Don't forget—distribution of imprinted "Dere Mable" circulars started that book on its whirlwind popularity.

Published February 19

CROSS TRAILS

By HAROLD BINDLOSS

Author of "Carson of Red River," etc.

From the wilds of British Columbia to thrilling adventure on the Scottish Border; from shipwreck at sea to bootlegging off the New Jersey coast—culminating in two romances—these are the background for one of Bindloss' best tales. \$2.00.

Publishers

FREDERICK A. STOKES COMPANY

New York

The Publishers' Weekly, February 7, 1925. Vol. CVII. No. 6. Entered as second-class matter June 1, 1879, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription, Zones 1-5, \$5; Zones 6-8, \$5.50; Foreign, \$6. R. R. Bowker Co., 62 W. 45th St., New York.

A Book of Beauty and Infinite Good Taste



PRICE
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Cents

The Royal Blue Library

These handsome volumes attain a degree of beauty, dignity and good taste such as has only been found heretofore in books which sell at twice their price. They possess the appearance and feel of a fine book. The publication of these volumes marks an unusual event in the bookmaking industry—the successful production of a fine book in limp leather style at less than the cost of an ordinary cloth bound book.

These volumes of the ROYAL BLUE LIBRARY are printed on the highest quality white book paper from new plates with a finely proportioned type page and wide margins. Each book measures $7\frac{1}{4} \times 5$ inches and contains approximately 250 pages. The covers are *semi-flexible* allowing the book to fit comfortably and pleasantly into the hand. In the front and back of each volume are round distinctive, colored end-papers of imported design. The books have *gold tops, head bands, a ribbon marker and colored jackets*. The stamping on front and back is in genuine gold leaf. The binding material is an artificial leather—a Royal Blue in color, exclusively fabricated for the ROYAL BLUE LIBRARY, and made under new and particularly exacting specifications of manufacture. It is preferable to genuine leather except of the very highest quality.

The ROYAL BLUE LIBRARY offers extraordinary selling opportunities for the bookseller. Here is a book, which you can sell with liberal profit to yourself, and at the same time give to your customers an unusual value.

These Popular Titles Now Ready

Treasure Island
Little Minister, The
Scarlet Letter, The
Tale of Two Cities, A
Three Musketeers, The—Vol. I
Three Musketeers, The—Vol. II
Under Two Flags
Plain Tales from the Hills
Last of the Mohicans, The
Last Days of Pompeii, The
Dr. Jekyll and Mr. Hyde and Kidnapped
Uncle Tom's Cabin
Sherlock Holmes Detective Stories

Stevenson
Barrie
Hawthorne
Dickens
Dumas
Dumas
Ouida
Kipling
Cooper
Bulwer-Lytton
Stevenson
Stowe
Doyle

Thelma
Murders in the Rue Morgue
Pilgrim's Progress, The
In His Steps
Light That Failed, The
Master of Ballantrae, The
Jane Eyre
Two Orphans, The
Hunchback of Notre Dame, The—Vol. I
Hunchback of Notre Dame, The—Vol. II
House of the Seven Gables, The
Christmas Stories

Corelli
Poe
Bunyan
Sheldon
Kipling
Stevenson
Bronte
D'Annunzio
Hugo
Hugo
Hawthorne
Dickens

These Titles Ready March 15th

Marble Faun, The
New Arabian Nights
Pere Goriot
Phantom Rickshaw and Other Stories
First Violin, The

Hawthorne
Stevenson
Balzac
Kipling
Fothergill

Picture of Dorian Gray, The
Prince Otto
Soldiers Three and Other Stories
Study in Scarlet, A
Vicar of Wakefield, The

Wilde
Stevenson
Kipling
Doyle
Goldsmith

SPECIAL LIBERAL DISCOUNTS TO THE TRADE

J. H. SEARS & COMPANY, Inc.

Publishers

NEW YORK

THREE RED LETTER BOOKS

!!! Watch Them Sell !!!



*A New Biography by the Author of
"The Fabulous Forties"*

LIVES AND TIMES

By MEADE MINNIGERODE

With the same delightful humor and originality which made "The Fabulous Forties" one of the notable books of the year, the author presents four fascinating characters of early American days. Illustrated with portraits and documents of the time. \$2.75

Laughs!

THE COMPLETE LIMERICK BOOK

Edited by LANGFORD REED



An hilarious collection of limericks by such prominent men as Dean Inge, Arnold Bennett, J. St. Loe Strachey and Gordon Selfridge. Illustrated by H. M. Bateman of "Punch". \$2.00



A Superb New Novel

BACKFURROW

By G. D. EATON

A powerful story of American farm life, tragic and beautiful in its implications. A rare and veracious piece of work. \$2.00

G. P. PUTNAM'S SONS 2 West 45th Street NEW YORK

SADLEIR



MERWIN

THE RED MASS

Valentine Williams

Love of an English aristocrat for a homeless hunted French girl; *daring* that led him to risk the guillotine for her sake; *adventure* thrilling beyond compare in the lurid days of the reign of terror; from these elements the author of "The Three of Clubs" and other famous mystery stories has made a novel that will outsell any of its predecessors.

Again the guillotine is athirst; again the women knit as the tumbrils pass; again the mobs lash themselves into fury as this magnificent romance of the French Revolution rushes to its breathless climax.

Now Ready

\$2.00

H
M
Co.

H
M
Co.

PAINE

SABATINI

KNIBBS

THE CAROLINIAN

Rafael Sabatini

The first American novel by "the prince of living story tellers." A new novel with an American setting and an American hero. What better combination could there be for a great popular success?

"'The Carolinian' is easily the most carefully written story about American history on record," said Lyman P. Powell, author and editor of many books on American history. "The author's study of the characters is so thorough that for the first time in fiction or a narrative of any sort, such men as John Rutledge, Colonel Laurence, and Pinckney are made to live. This is a great achievement."

Ready February 27th

\$2.00

H
M
Co.

H
M
Co.

V.
WILLIAMS

WORLD FLIERS

SMALL

ORPHAN ISLAND



By ROSE MACAULAY

2nd Edition Before Publication

3rd Edition on Press

\$2.00

GOD'S STEPCHILDREN

By SARAH GERTRUDE MILLIN *Author of THE JORDANS*

Here is a *great* novel. It is an epic story of white and black in South Africa. It is written with terrific power. It is a book that cannot be put by. England calls it a masterpiece. Every reader will find it so. "Full of fierce feeling and written with swiftness and certainty. A book that strangely holds the mind after the end is reached."

—*The London Times Literary Supplement.* \$2.00.

GOLD BY GOLD

By HERBERT S. GORMAN

You have seen his name on several of the best selling works of criticism in years, on a widely praised book of poems, and under some of the most discerning reviews of books written in our time. Here it is on a splendid novel about the life he

knows so, well—the American literary scene. It is about the artist and the world, but from a new angle—the defeat of the mediocre talent. Your sophisticated readers will get huge enjoyment from it.

\$2.50



BONI & LIVERIGHT

**GOOD
BOOKS**

61 WEST 48TH STREET
NEW YORK, N.Y.

A Great Novel!

With no reservations, no "we think" or "it seems to us"—but Literature with a capital L, that every kind of reader will enjoy. There have been great books appealing to the few; here is a great book appealing to the many as well as to the few. GOD'S STEPCHILDREN by Sarah G. Millin. The weekend papers have just come in. Here is just a little of what they have to say.

JOHN CRAWFORD, In
The New York Times

"This is a book to read and to treasure and to fight over and to contend with. It cannot be laid aside, once it is started; it cannot be readily forgotten once it is finished. It is thoughtful and witty and stimulating and exciting and profoundly stirring. It is a classic of our own times. The chronicle of the Rev. Andrew Flood and his progeny is there, all there, inevitably there, without an excess word or syllable. It had to happen so, and there is nothing to do about it except to enjoy GOD'S STEPCHILDREN and offer praise for Sarah Gertrude Millin."

LAWRENCE STALLINGS, In
The New York World

"It has these two qualities which Anatole France demanded of great fiction, the qualities of irony and pity. It has characterization to an extent rarely attained in a trilogy, though the book is only of 312 pages. It has the superb attainment of writing called style. Above all it has swiftness and passion, which are the despair of novelists. GOD'S STEPCHILDREN has the quality of *"The Way of All Flesh"* or *"Of Human Bondage,"* in its dark unflinching grasp of life. But it has a color and swiftness in writing, a rhythm in its sweep, a pathos and mysticism that neither Samuel Butler's sardonic comprehension, nor Maugham's sullen writing achieves."

WALTER YUST, In
The N. Y. Evening Post

"Mrs. Millin writes with careful art. Her story is a moving epic, touched with all the sincerity of a rich and sympathetic mind. Her characters are molded with quick, deft fingers, and they are revealed whole with something very like truth. I read the story with a constant impression that here this difficult theme was being perfectly done, though perfection is no word to bandy about. Mrs. Millin meets the difficulties of her story in good taste. The theme today is a sensational one. In this story it rises to the dignity of noble tragedy."

Mr. J. A. Margolies of Brentano's has just phoned in to quadruple his order and to tell us that he finished GOD'S STEPCHILDREN at one sitting and considers it, without reservation, a great book.

TO BE PUBLISHED FEBRUARY 14TH

THE NEW NANSEN BOOK!
HUNTING AND ADVENTURE
IN THE ARCTIC

By FRIDTJOF NANSEN

With Eighty Illustrations by the Author

8vo. Four hundred and seventy pages. \$4.00 net

One of the most popular and absorbing tales of adventure and discovery ever written was Nansen's "Farthest North." Now he tells of his first adventure into Northern ice, a story of danger, thrills and bold hunting of seal, walrus, polar bear, man-eating sharks and whales. And his tale is told with the same vividness, the same fascination and inspiration that made his other great book such a tremendously popular success.



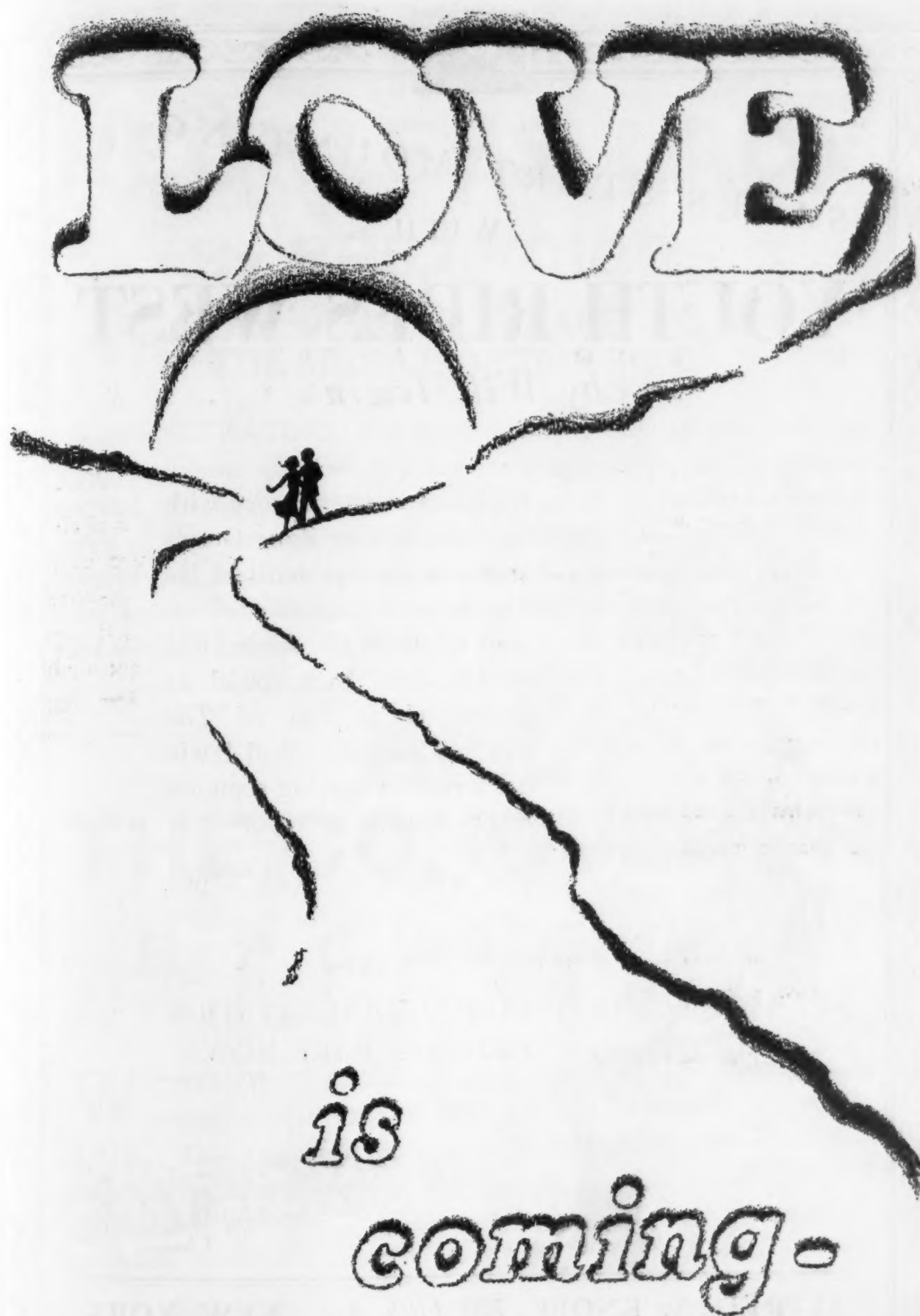
ANDREA THORNE

By SILVIA CHATFIELD BATES

Author of "The Geranium Lady," etc. \$2.00 Net

A novel already tremendously popular with readers of "The Woman's Home Companion"—a love story—a drama of the evolution of a youngster, in a small town, and of his struggles, not only with environment, but with himself.

— **DUFFIELD**  **COMPANY** —
 211 EAST 19TH ST. **NEW YORK**

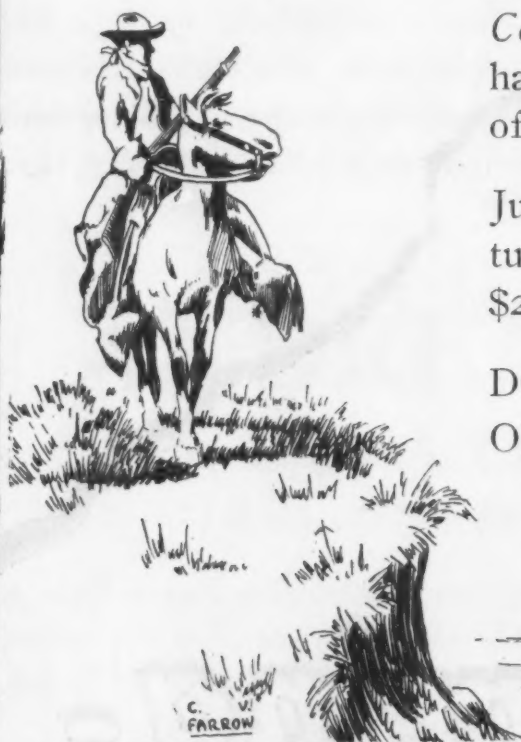


Doubleday, Page & Co.



SALES START MOUNTING
WITH
YOUTH RIDES WEST
by Will Irwin

JOHN FARRAR says:
"Here is the best of
the Western period
novels. A thriller in
a style both readable
and fine. Rich in
characters and incident,
human and filled with
romance. No man
should miss it."



Here is a Western story with all the action of Zane Grey's best, as finely written as Theodore Roosevelt's *Winning of the West*, set against an historical background as interesting as that of *The Covered Wagon*. Will Irwin has written a stirring romance of the Rockies of 1870.

Just published. With a picture jacket in three colors. \$2.00 net.

DON'T HOLD UP YOUR
ORDERS. WIRE NOW!



ALFRED A. KNOFF, 730 Fifth Ave., NEW YORK

In CANADA from The Macmillan Co. of Canada, Limited., St. Martin's House, Toronto

THE RECKLESS LADY

By **PHILIP GIBBS**

Author of **HEIRS APPARENT** and
THE MIDDLE OF THE ROAD

A PENETRATING and sympathetic study of the post-war problems of modern youth, told against the brilliant background of Continental and American social life. The powerful story of two women, mother and daughter, and the high stakes they played for love and happiness. A great novel by a writer who knows intimately the countries and conditions described in this spirited drama. \$2.00.

BILL THE CONQUEROR

By **P. G. WODEHOUSE**

Author of **LEAVE IT TO PSMITH**

WODEHOUSE has added another rollicking hero to the gay company of PSMITH, JEEVES and THE LITTLE WAR-RIOR. The dauntless Bill swings along from one hilarious predicament to another in this sparkling tale of his mastery of fate and the pulp industry. Sublimely ridiculous nonsense written with sparkling gusto and a genius for lively characterizations. \$2.00.

Published February 20

**DORAN
BOOKS**

An Important Announcement by



and THE AMERICAN NEWS COMPANY, Inc.

THE CHELSEA HOUSE Western, Detective and Adventure novels are now in their second year. An idea conceived in 1924 and put into operation by the oldest and most successful publisher of exclusively popular fiction in the country, in co-operation with the largest wholesale distributor of books and magazines in the world, it was an immediate success. Booksellers and public alike welcomed a line, attractively printed and substantially bound in cloth to sell at two dollars, made up of stories not previously published in book form, and uniformly clean, well-written and exciting. Since January first we have had in operation a new sales plan whereby the stocking of CHELSEA HOUSE novels will mean a substantial increase in profits and decrease in overhead charges to the bookseller. An intensive selling campaign will back this line, already sound both from its editorial and merchandising viewpoints. Dealers will have their option of drawing their stock of CHELSEA HOUSE books from any of the 83 branches of the American News Company, Inc., or from the publishers direct. A new, liberal scale of discounts goes into effect at once. Under this new plan the CHELSEA HOUSE novels will be the most profitable and most quickly turned over line the bookseller can handle—be he great or small. A CHELSEA HOUSE representative will call upon you shortly to explain the plan, or we will gladly send details by mail.

TO BE PUBLISHED FEBRUARY 15th

Two Exciting Western Stories

THE MAN OF THE DESERT

By Robert J. Horton

THE BOSS OF EAGLE'S NEST

By William West Winter

Price \$2.00 net each



Western Detective and Adventure Novels
79 Seventh Avenue, New York

R. V. COLEMAN

NATIONAL BOOK BUYERS' SERVICE

522 FIFTH AVENUE, NEW YORK

Jan. 27, 1925.

Bobbs-Merrill Co.,
185 Madison Ave.,
New York, N.Y.

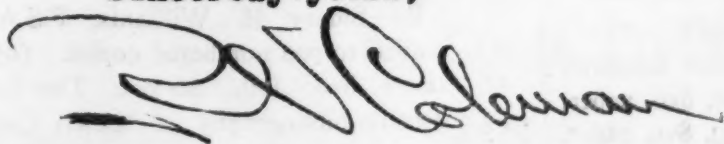
Att'n. T.R. Coward, Esq.

Dear Tim:

Another hundred copies of
"The Fruit of the Family Tree" - and
please rush them - get them onto
today's boat, if possible. Our stock-
room reports short twelve copies on
yesterday's orders. We have fifty-two
orders in so far today.

Do you realize that this
makes five hundred copies of this book
which we have ordered in the last ten
days? If it is selling at the same
rate through the book trade generally,
you had better oil up your presses for
a long run. How is your stock anyhow?
I may get reckless and start ordering
in lots of five hundred.

Sincerely yours,



*By Albert Edward Wiggam
THE FRUIT OF THE FAMILY TREE
THE NEW DECALOGUE OF SCIENCE

**WIGGAM'S
GREAT
BOOKS***

*offer
golden
harvest for
energetic
book
dealers*

**GARNER
NOW**

**BOBBS
MERRILL**

R. R. BOWKER CO. :: NEW YORK

CATALOGS

..... **The Publishers' Trade List
Annual 1925**

Contains the latest catalogs of upward of 400 American publishers arranged alphabetically by the firm-names. Indispensable to every one who has any interest in the sale or purchase of current books. Ready September 1st. Thick 8vo, thumb index, cloth, \$4.50. Prepublication, \$4..

..... **The American Educational List**

Contains a price-list of the school text-books in use in the United States, arranged alphabetically by author's or editor's name, and a detailed subject-index referring from each specific subject to authors of books on that subject. (Ready August 1st.) Bound in leatherette boards, red edges, \$1.

..... **English Catalog of Books
1916-1920**

The latest five-yearly cumulative volume. 8vo, half morocco, \$42.50.

..... **Whitaker's Reference Catalog of
Current Literature, 1924**

Containing the catalogs of all British publishers bound in two volumes with a separate Index volume. The set of 3 volumes, bound in half leather, \$15. Issued at irregular periods, the previous set in 1920. A guide to prices and publications of British houses.

..... **Whitaker's Cumulative Book List**

A classified catalog of all books published in England during the calendar year, together with an index to authors and titles. Issued in quarterly cumulative parts, the fourth quarter covering the complete year.

Annual subscription for 1925, \$5.00.

The Annual volume covering the books of 1924, \$3.50.

Invaluable for information concerning current English publications.

..... **English Catalog of Books
(Annual)**

Containing a complete index list of all the books published in Great Britain and Ireland in the calendar year. 8vo, cloth, \$4.

BIBLIOGRAPHIES

..... **American First Editions**

A series of **Bibliographical Check Lists**. Edited by Merle Johnson. Data on eighty or more authors. Edition limited. 8vo, cloth. Probable price, \$7.00. Ready in Sept., 1925.

..... **A Bibliography of Works of
W. H. Hudson**

By G. F. Wilson. Contains full collations of all W. H. Hudson's first editions. 8vo, full cloth binding, \$3.50.

..... **Bibliography of English
Language and Literature**

Edited for the Modern Humanities Research Association by A. C. Paues. 1921, 8vo, paper, \$1.25, 1922, 8vo, paper, \$1.75. 1923, 8vo, paper, \$2.00.

..... **The Rare Books of Free Masonry**

By Lionel Vibert. A bibliographical guide to all rare Free Masonry publications. 8vo, cloth, \$2.00.

..... **A Select Bibliography and
History of the Principal
Modern Presses**

Public and Private in Great Britain and Ireland. By G. S. Tomkinson. Quarto, about 300 pp., edition limited to 600 copies on Van Gelder paper, Caslon old face, full buckram, with sixty illustrations. \$15. (In Preparation.)

..... **A Bibliography of the Writings
of Lewis Carroll**

By Sidney H. Williams, F.S.A. Edition limited to 700 numbered copies. (650 only for sale.) 8vo, cloth. \$6 net. The first comprehensive bibliography of "Lewis Carroll."

..... **A Bibliography of the First Edi-
tions of William Butler Yeats**

Compiled by A. J. A. Symons. Printed for the First Edition Club, London, on Japan paper. Small 8vo, boards, \$2.50.

THE BLUE TALISMAN

By Fergus Hume

There is more than just a puzzling murder to this detective story. It palpitates with the fear of the unknown, the unguessed terrors of African superstition and fetish-worship. A book that will delight the jaded reader of mystery stories. *For immediate publication. \$2.00 Net.*

Other Detective Stories That Are Selling Well

THE MUMMY MOVES

by Mary Gaunt

THE RAVENSCROFT AFFAIR

by Guy Thorne

THE TEMPLETON CASE

by Victor L. Whitechurch

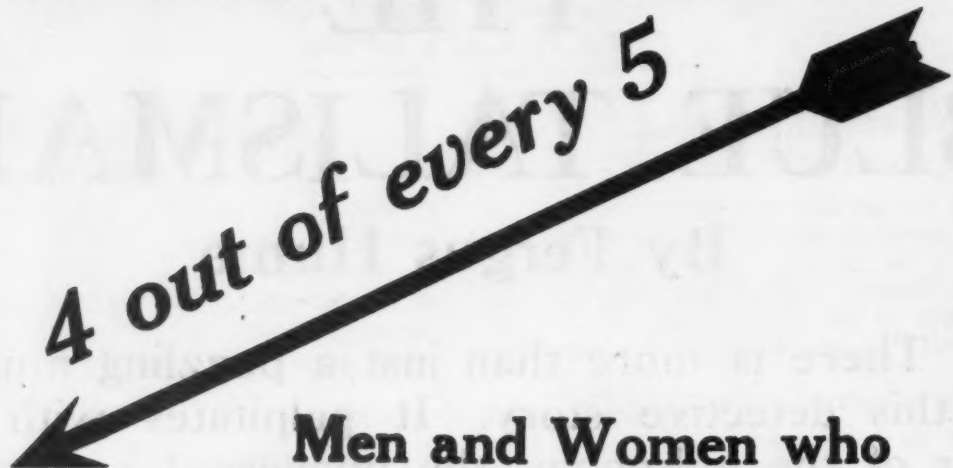
THE PASSING OF CHARLES LANSON

by Louis Tracy

\$2.00 Net.

EDWARD J. CLODE, INC., *Publishers*, NEW YORK

4 out of every 5



**Men and Women who
come into your store
on March 5th will buy
SINCLAIR LEWIS'
new novel**

ARROWSMITH.
You should have
enough stock well dis-
played. You and your
staff must read an ad-
vance copy and realize
how great a novel it is.

 **Smith, \$2.00**

Harcourt, Brace & Co., New
York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, FEBRUARY 7, 1925

Mail Order Bookselling

Concerning the customer's reactions to direct-by-mail
book advertisements

By Elsie Parrett

I HAVE long been observant of book advertising as it appears in newspapers and magazines, both because it has become, like other advertising, a source of news, and because the form and content of advertisements in general afford a fascinating study in a combination of modern art, literature and the "science of human understanding."

Recently I have become especially interested, purely from the customer's standpoint, in direct-by-mail book advertising. Its volume is so remarkable that no one at all concerned with books can escape giving it considerable attention; in addition its variety and ingenuity challenge comparison with magazine and periodical book advertisements. I have been examining my own mail box and those of several accommodating friends in a somewhat analytical attitude and it occurs to me that the observations and reactions of customers toward this flood of propaganda may carry some interest to those who let it loose upon a helpless world.

One of the mailboxes mentioned above belongs to the head of a small professional office, in a field involving certain phases of architecture and one or two of the allied arts—a man of practical affairs, social interests, literary tastes. The advertising received in such an office embraces a broad range of commodities, and is naturally more varied than that received by a private individual, on the one hand, and more selective than that which reaches a large

business house, on the other; and as such constitutes a good "specimen" for examination. I kept track of this mail for twelve days. During that time I found that the advertising received covered in subject everything from "Round the World Tours" to "Fifteen Minutes a Day"; from tickets to an exclusive dance (return if you cannot use) to window washing; from construction materials for bathrooms, culverts and roofs, to period furniture (antiques warranted genuine). Over sixty-five pieces of advertising were received during that time, and of these about twenty per cent were advertisements of books, nearly all of which were general in subject. If these were average weeks, as far as volume and distribution of mail were concerned, and I was assured that they were, a total of over three hundred book advertisements would be received by this one individual in a year. In another professional office the volume of advertising received was not so great, but the proportion of book advertisements to the total was nearly the same.

These book advertisements, altho much greater in number than those of any other one product, had to compete with a large variety of material, sometimes expensively and elaborately designed, often of a content vital in its personal or business application. Of course if the recipient is deeply interested in books, other matter, however attractive or fundamental to his interests, will not push book notices wholly

aside, and they are regarded to some extent as a class by themselves. Still there is an unconscious comparison and hence something of competition between the mailing pieces of commercial products and those of book publishers. The principal competition exists, however, it seems to me, between one book advertisement and another—which leads to a consideration of the appearance, content, and method of presentation of these advertisements.

Sales Letters That Antagonize

The variety I found well-nigh endless. No device or form known to advertisers up to the present time has been overlooked, apparently. Mimeographed sheets, stolid, heavy pages, describing a single book (order blank enclosed for your convenience); gay little leaflets, reproducing illustrations, author's photographs, extracts from reviews. Catalogs which are mere recitals of names; catalogs in which the description of each book is a real salesman, whetting the appetite and forestalling pertinent questions as to style and scope. Personal smart sales letters with a good deal of cheap "selling" talk but very meagre information about the book itself. Catalogs of rare books, new books, bargain books.

In analyzing my reactions to these various pieces of advertising, I found them rather constant in two or three respects:

First, a long sales letter, or a very large printed folder or broadside, one of the so-called "persuasive" kind, defeats its purpose by its very eagerness and weight. I may possibly read two pages about how much I'll enjoy a certain book, how ill I can afford to do without it, how few cents it will cost a day, with elaborate plans outlined for payment, and find when I get thru that I know very little about the book and the authority of the author, except as merely glanced at in very general and highly colored terms. I feel that a direct attack has been made on my will power, or prejudices, or acquisitiveness, as the case may be, and not a presentation of the book on its own merits. Such letters cheapen and almost antagonize me against it.

A letter advertising one book, however, if properly restrained, really informative, dignified (and dignity need not mean dullness) has the advantage of making a single

impression. The entire attention is focused momentarily at least, upon one book, and even if one is not persuaded to the point of purchasing, its name and author have occupied briefly the center of interest. Similarly, leaflets, or booklets advertising only a number of books, and giving some space to notes and illustration make more impression on the reader than a large number of books presented in catalog style.

Of course at special times of the year, such as at Christmas time, one gets a mania for looking over long lists, and a rather extensive catalog of books, especially if classified by subjects or suitability for different groups of people as to age, sex and so on, is hailed with joy. A catalog of this kind, let me add, is more impressive if it comes from a local bookseller. I have one before me (the bookseller has his name imprinted thereon), most attractive in cover and general appearance thruout. It is comprehensive in range, well classified, not stinted in illustration, succinct and forceful in descriptions—a catalog that would enable one to make up a list before he went to the bookstore, or if he were too busy to afford that pleasure, to order his entire Christmas list by mail.

Does the Customer Like Order Blanks?

In direct book advertising, the main thing, it seems to me, is to "show the goods." Too often we find the description of the book vague and meaningless; we hear much of the publisher's opinion *about* it, and little of what is *in* it. One can pick out scores of paragraphs like the following, which to my mind do the books they are advertising more harm than good:

"People have awakened with a start to Blank's ability to tell a story. He is witty, sophisticated and exciting. Those who found the lovely ladies and gallant gentlemen of Mayfair so delightful in the author's earlier stories, will like this book even better."

On the other hand a legend that states the scene of the story, gives some intimation of its theme, of the author's style and handling, a suggestion of the plot or content, supplies a base for the reader's interest and leads at least to an examination of the book. A mere reiteration of a command to buy may result in the sale of many commo-

ditities, but I believe more than that is necessary in the case of books.

In the advertising of children's books, a very important point to cover is the age of the child to which the book is suited and the maturity of the diction and style used. Some weeks ago I received a leaflet describing a set of four books, apparently just what I had been searching for to give a small friend. But I could not tell from the description whether the subject was adapted to a child of four or fourteen and of course that made all the difference in the world. I was so much interested that I took the trouble to inquire in four different shops for the books, each attempt proving, however, unsuccessful. If the publisher had included in his leaflet a reproduction of a single page or even a part of a page, it would have given me the necessary information.

Paper, layout and type, always important in winning attention and producing effects, are of especial importance in book advertisements, for they are unconsciously regarded as samples of the wares they are introducing. While copy is more convincing than illustration, the latter enhances the effectiveness, arouses interest in itself and gives variety and relief to otherwise dull looking pages. Roughly estimating the space given to cuts in a catalog before me as one-fifth of the whole, I should say it was well spent.

A booklet or even a leaflet is more effective than a great broadside sheet. It is easier to read and seems more dignified and suitable to the subject matter. A device more especially suitable to professional or business books I have noted in the form of cards of the regulation index size. These afford a complete survey of the book by chapter headings in library card style, and at the same time are ready for filing in case one actually buys the book or desires to keep the advertisement for reference.

Personally I have an antipathy for order blanks. I presume publishers have a reason based on experience for including them, but it always annoys me when two or three little inclosures, envelopes and so on, fly out from between the pages and sail indiscriminately around the room. As far as I'm personally concerned the publishers rarely, if ever, gets a direct return anyway. I read his leaflet, but if I respond it is usually indirectly thru the corner bookstore. It speaks well for the faith and pertinacity of publishers and other advertisers of books that they continue to mail their advertising matter to me, if they have any means of measuring direct returns of same. But in the long run that faith and pertinacity accomplishes its purpose, for measured by indirect returns, direct-by-mail advertising of books is efficacious.

A Woman Bookseller in the Orient

By Virginia Smith Cowper

Of the Chinese-American Publishing Co., Shanghai

WHILE enroute to Shanghai, I spent a few hours in Japan, first at Yokohama, which is entirely wiped out as far as business is concerned, and then up to Tokio, where I had a few pleasant hours browsing about the various bookstores on the main thoroughfare. Of course I was on the trail of American best sellers, being interested to know just what the people in the Far East were reading. When I left Vancouver, I learned that Edna Ferber's "So Big" was running away from the other titles, and I was a bit surprised when I asked a bookseller in Tokio which

of the American novels was selling the best he said without hesitation "So Big" by Ferber. When I got to Kobe two days later I was still on the trail of the best seller, and it was still "So Big." I was not therefore very much surprised to find when I got to Shanghai that this book was also popular here. I had the opportunity of being here for the month of the Christmas season, and I have had a fairly good chance to study the English-speaking people who are buying American books. While Shanghai has simply gone jazz mad, it still has time to read, for these folks simply

can't dance all the time, and there are only a few things here to amuse them. Of course there is the movie. We have had some of the best American pictures here and they had stimulated the fancy for the reading of the story. During the month I have been here we have the following films, to which we have played up a bit the fact that it was made from a book:

Hough: "The Covered Wagon."

Major: "When Knighthood was in Flower."

Hugo: "The Hunchback of Notre Dame."

Dickens: "Our Mutual Friend."

Tarkington: "Monsieur Beaucaire."

Sabatini: "The Sea Hawk."

Sabatini: "Scaramouche."

Rinehart: "K, the Unknown."

That list doesn't sound as tho I was 10,000 miles from Broadway!

We have made a little extra effort in each case to display the books just before the picture was shown, as most of the pictures are advertised far in advance. "The Covered Wagon" seemed to be the star, as far as popular interest is concerned, as about nine-tenths of the Americans in Shanghai are boosters for California and other parts of the West.

As for the holiday season, I must say that it was the most unique one I have ever experienced, and I have been thru many. There was the usual last minute rush for steamers, and the usual bunch of procrastinators who came in the shop wild-eyed with terror, having found that some one back in England or America had almost been forgotten. After all settled down to Christmas giving in Shanghai we had the most interesting experience of selling books to people who really love books and have the money to pay for them, for everyone is well-paid in China. Of course books on the Orient are the most wanted, and our stocks were well chosen and nicely displayed. One of the best selling books as far as the Shanghailanders was concerned, was Elsie McCormick's "Audacious Angles in China." This has her "Diary of a Shanghai Baby" added, and every one out here dotes on the book because it tells in a humorous way some of the things that actually happen here, and, of course, as the Chinese do almost everything backwards, the book has proved to be a tonic for some

who are really fed up with seeming perverseness of the customs.

The usual greeting I get from some of the Chinese salesmen is: "Good morning, sir. You number one man?" And then I go on with the business. There being no gender in the Chinese language, I am therefore, being the head of the business, Number one man. I find that I am a *rara avis*, as I am, I am told by those who are supposed to know, the only *woman* in Shanghai holding an executive position. Among the Chinese this is unknown, and they have greeted me with great amazement.

Frederick O'Brien passed thru Shanghai a day or two ago on his way home. He has many friends here and was entertained at the American Club.

Roy Chapman Andrews, whose "Across Mongolian Plains" has been widely read, is at present on a lecture tour in the North. He is now in Peking.

Shanghai is rich in literary talent. Among those authors who have books in active demand, and who are living in this settlement are:

Dr. F. L. Hawkes Pott, author of "A Sketch of Chinese History," the 3rd edition of which has just been published.

Elizabeth Crump Enders, author of "Swinging Lanterns," who now has a new book in the hands of her publishers about her travels into the interior. Few women have gone as far into the country as has Mrs. Enders, and being of the observant kind, she has painted some vivid pictures of China.

Arthur De Carle Sowerby, the author of "A Naturalist's Holiday By the Sea," is editor of *The China Journal of Science and Arts*, which is published in Shanghai.

Joan Conquest, author of "Jungle Love," is in Peking, where she is working on a new novel.

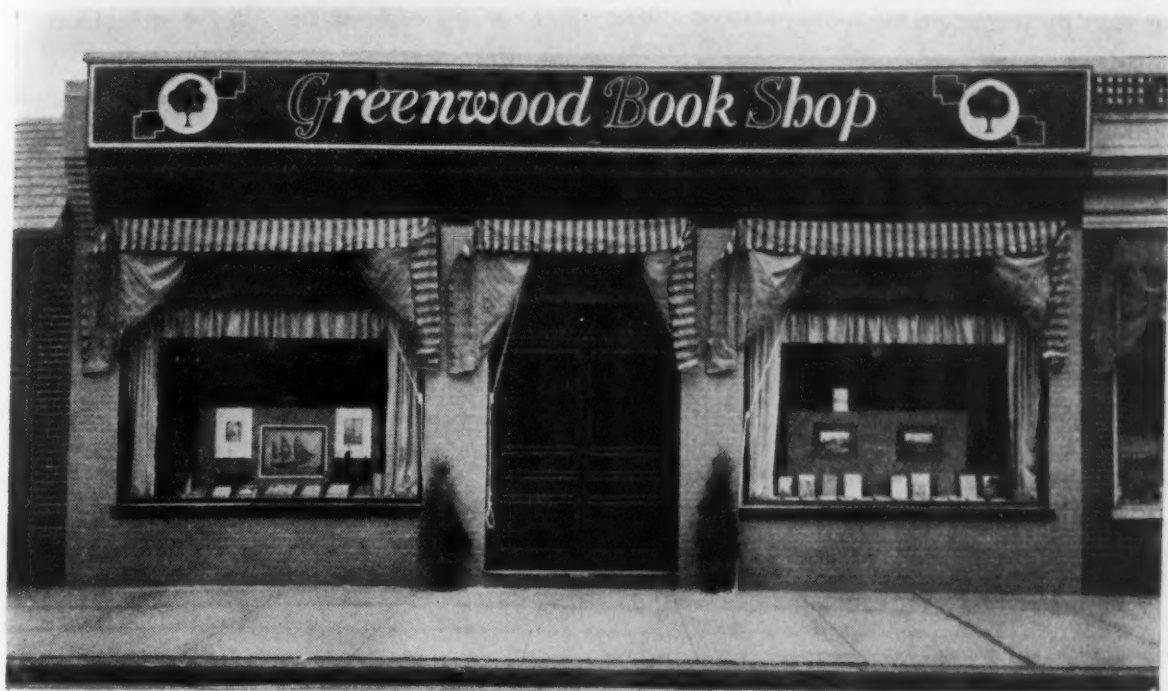
Le Roy Baldrige, author of "I Was There," is at present living in a palace in Peking, where he and his wife, Caroline Singer, are working on a book.

Gervais Beronti, of Shanghai, has written a book called "The Eyes of India," which Macaulay will publish this Spring. This book has to do with the life of the tea-planters of India, and especially with the question of marriage among the natives and the English planters.

Six New Eastern Bookshops

II

The Greenwood Book Shop, Wilmington, Del.



THE GREENWOOD BOOK SHOP CAUGHT PUBLIC ATTENTION BY THE ORIGINALITY OF ITS ADVERTISING AND HAS KEPT IT BY ITS SERVICE

THE Greenwood Book Shop was started a few days before Christmas, 1919, with a suitcase full and a bundle of books that were carried home by hand from Baker & Taylor, because the founder of the shop felt he could not wait one day longer to put into effect what had long been his cherished dream. This little hand-picked stock of books was displayed on a table in a corner of a little print shop office in Shipley Street, and, when the first sale was made, that of a \$5 volume of Kipling's poems, the printer and his wife felt that the bookshop was at last under way. The tableful of books was nearly exhausted by Christmas eve, and further supplies in very meagre quantities were ordered. A few shelves were built, and a small circulating library was installed. Thruout this time the little job printing business was continued, in order that it might be sold as a going business, but a purchaser proved impossible to find.

During July of the next summer, 1920, a building on Market Street, which happened to be vacant for one month between leases, was taken for the short period, in order that the town might be shown that it possessed a new bookshop. It was during this month that Frederic J. Steinlein, the printer newly turned bookseller, tried the experiments in advertising which formed the series of articles that appeared in the *Publishers' Weekly* beginning August 7, 1920, under the general heading, "Adventures in Bookshop Advertising." In this series, Mr. Steinlein told in his vivid and original manner about his experiences in selling books to a picked mailing list by letter and telephone; in one article, about his method of building a mailing list. A more interesting article described "Taking a Plunge Into Newspaper Space"; and an article, "Some Adventures in Window Displays," described Mr. Steinlein's unique hand-written signs, which was per-

haps the most interesting of the whole series. So unique and original was this advertising matter that the whole town of Wilmington began to talk about it, and people stopped in to say that they felt they must come downtown each day, in order to be sure that they did not miss a word of it. The main feature of this publicity consisted of the series of hand-written signs setting forth original comments on books and writers—and readers as well—supplemented with interesting displays of the books discussed.

During this time arrangements were made to rent a small store on Eleventh and West Streets, which was being remodeled. When the month was up, however, the new place was not yet ready, and back the little bookshop went to the print shop office. The plans all along had been to sell the printing business, in order to raise capital to start the book business properly in the new location. Frantic efforts to accomplish this proved fruitless, and, while the business was moved in time to open in the new location the first of September, as planned, it was all but impossible.

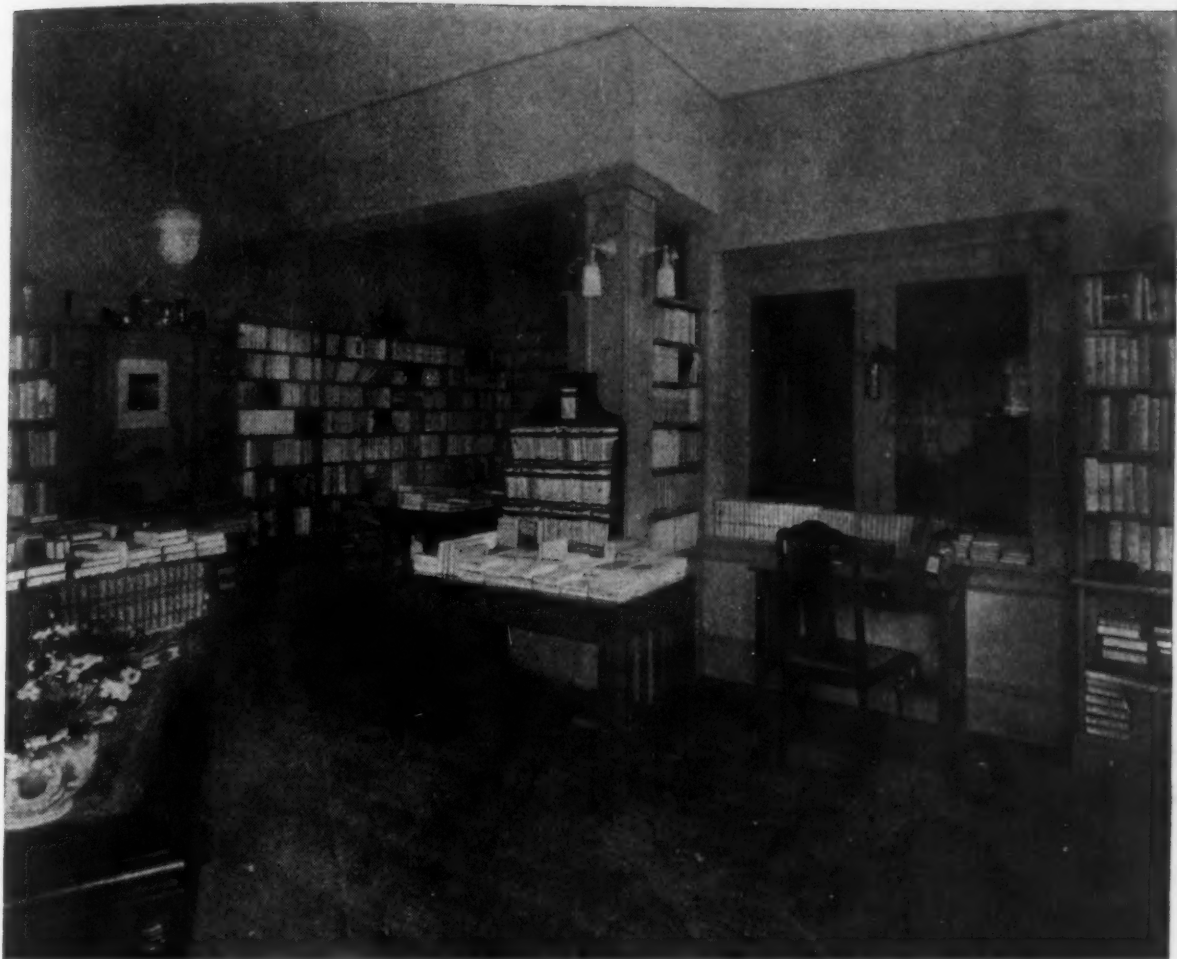
The story of the financing of the new business would read too much like a fairy story to be given credence by hard-headed and experienced business men. Mrs. Steinlein always says at this point in the story that she can never adequately express her keen appreciation of the real cooperation that was given the struggling new business by the jobbers and the publishers. "Had it not been for their kindness and their willingness to take a chance, this story would never have been written." The town responded readily to the efforts that were being made to provide it with an up-to-date bookshop, and it was soon felt that success was assured. The concern was incorporated, and a limited amount of stock was sold among the shop's customers. Then, in December, in the midst of the Christmas rush, Mr. Steinlein passed on to a well-earned rest, after having accomplished the seemingly impossible thing he had willed to do. Knowing that his time was short, he had started safely on its way a business which would provide a living for his family. Few who were interested in and amused by his humorous and original advertising, both in the store and in his *Publishers' Weekly* articles, knew that

it was being produced by a man who was too weak to speak above a whisper and who could not leave his bed for more than a few hours a day.

The shop went steadily on until November of 1922, when it was found necessary to enlarge to make room for the growing business. The store next door was rented and connected with the original store, doubling the size of the shop.

In July, 1924, the business moved again to a much better location at 307-309 Delaware Avenue, on one of the principal streets of Wilmington. Mrs. Steinlein felt that she lacked the ability to write the kind of advertising which had first attracted notice to the bookshop and lacked, also, experience in the book business. She concluded that to give the best possible service was her surest and safest road to continued success. She has lost few opportunities to put this theory into practice. Every effort has been made to convince customers that the shop is run for their advantage and use, and the town has come to depend on the Greenwood Book Shop for every kind of service connected with books. Advice is given as to the best reading for children, and the stock of children's books is most carefully selected. The tastes and likings of the shop's regular customers are kept in mind, so that gift books can be safely selected and records kept, making duplication of gift books impossible. When the shop's customers go abroad or on a vacation, sailing directions and new addresses are secured, and purchasers are relieved of all bother connected with the sending of books and all fear of duplication or of an unwelcome choice of gifts. Card notices of important new books are sent to the people who will be interested in the particular subjects treated. In countless other ways opportunities are found to render real service. Above all, an atmosphere of cheerful welcome is maintained, and customers are treated as guests. In most cases, like welcome guests, they come again.

In its present location on Delaware Avenue, the shop is extremely attractive. It faces south and seems to be flooded with sunshine. It is a place where loitering is irresistible. The store is built somewhat on the bias. It seems to spread out in a shape rather like a fan from the front door.



ONE ATTRACTIVE CORNER OF THE GREENWOOD BOOK SHOP



THE LARGE AND VARIED STOCK IS WELL DISPLAYED

Because it bears the name of "Greenwood," its special color is green. The walls are a delicious shade of pale apple green. The original intention was to have them darker, but Mrs. Steinlein came into the store when the pale first coat had just been applied and liked it so much better than the darker green she had picked out that the second coat of the same pale shade was put on. The same color is used as trimming out in front, the building itself being of pale tan brick. The windows have tan pongee curtains within and tan and green striped awnings without.

The store was originally built for a music store, and the little booths in which the music store's customers listened to the latest Paul Whiteman record have been retained and are now used as offices. The photographs of the interior show the very attractive shelf arrangement of the store. In June, 1925, the store will be again enlarged. The music store, with its entrance on Tatnall Street, will be annexed to the present shop. In this new part of the shop, will be the children's department, which will have its own entrance and its own window for display, and this part of the store will be furnished with low tables and chairs, and the carefully chosen stock of children's books will be transferred from its present quarters.

The Greenwood Book Shop finds, as most small special shops seem to, that the chief part of the business is in non-fiction. Books on furniture, expensive volumes of biography, travel and art are the best sellers. Poetry and drama have not sold so well. But the Greenwood, as part of its service to the community, carries a large general stock rather than a specialized stock.

The shop has some interesting literary and artistic patrons. Mrs. Howard Pyle and Katharine Pyle are both customers, and so are N. C. Wyeth, Frank E. Schoonover, Stanley Arthur, Clifford Ashley and Douglas Duer.

It has been found that Monday is the shop's busiest day. Mrs. Steinlein thinks this may be due to the effect of the Sunday book reviews.

In the lending library, which consists entirely of fiction, a fee of 3 cents a day is charged, which is reduced to 2 cents a

day after the tenth day. The used books are sold for 25 cents apiece.

The Greenwood Book Shop does very little in the way of newspaper advertising, having found out that it does not pay, except at Christmas time. It finds that its best advertising is in the excellent service which it gives its customers.

The Brochure Beautiful

LIMITED to 11,600 copies and yet probably soon out of print and difficult to obtain—this is what might safely be said of the brochure recently published by the Lanston Monotype Machine Company announcing the release of the new Frederic W. Goudy type design to be called "Italian Old Style." The announcement was made by means of a pamphlet laid out by Bruce Rogers and printed at the Rudge Press.

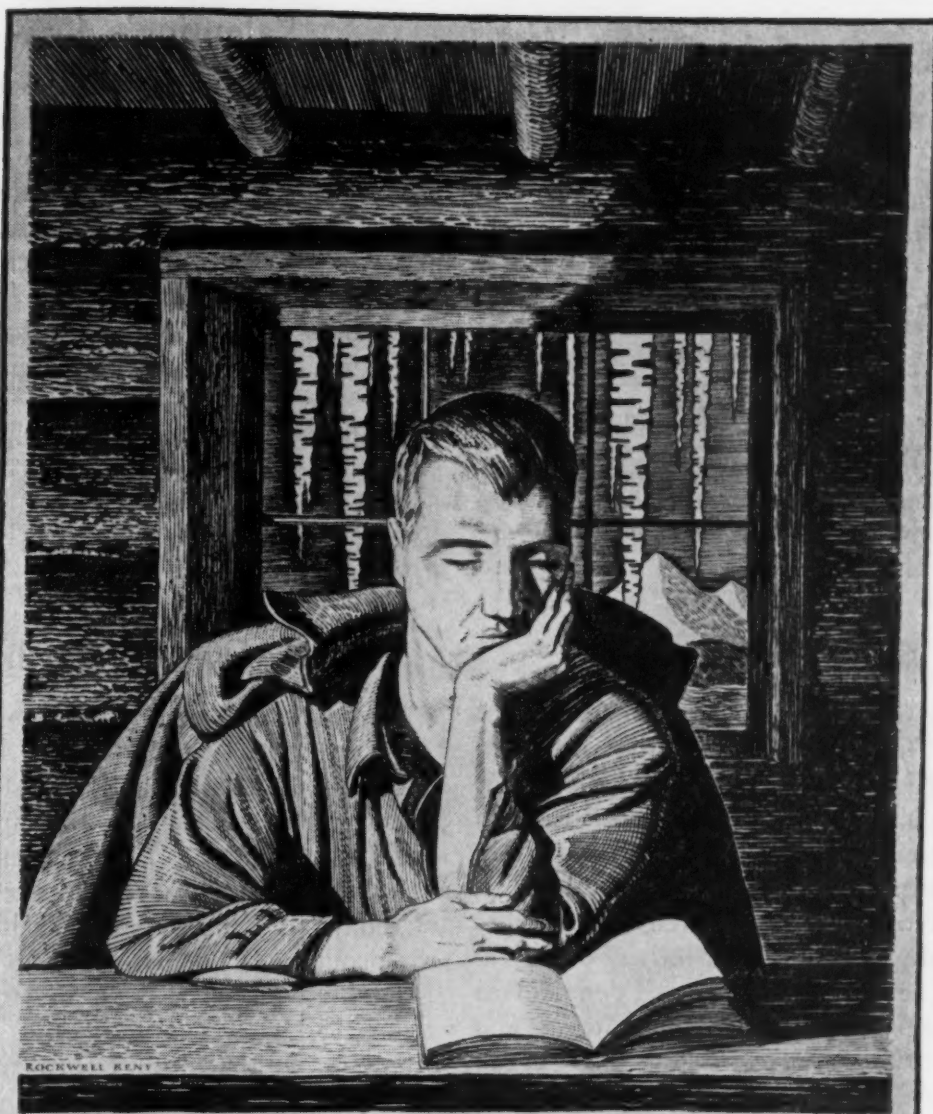
Mr. Rogers has selected for text a chapter on "Early Printers in the City of Venice" from Dibdin's "Bibliographical Decameron," and in his introduction says:

"The new type itself, tho showing the study of several of the best early Italian faces, reminds me most strongly and admirably of Ratdolt's fine Roman. It has been an interesting problem to work out a title-page and initials reminiscent of the simple wood-cut designs of the great Venetians.

"When my own time comes to be marooned on a desert island (by a party of no longer indulgent friends, whose books I haven't completed, or whose letters I haven't answered) instead of taking along the favorite volumes that most amateur castaways vote for, I think I shall arrange to be shipwrecked in company with a Monotype casting machine and a select assortment of ornamental matrices. The fascination and amusement—and the occasional happy result—that can be got out of the almost numberless combinations of a few simple units would enable me to cast away for an indefinite period with great contentment."

Wife: "Will you bring me the Encyclopædia, Harold?"

Husband: "What did you want to know, dear?"—*Life*.



BOOKS MAKE the home

The Rockwell Kent Poster

THE Rockwell Kent poster which is being sent out from the promotion office of the National Association of Book Publishers, reprinted herewith, is one of the most interesting and artistic designs that has yet been connected with this movement. Last summer, Miss Humble, who has been a great admirer of Rockwell Kent's books, "Wilderness" and "Voyaging," decided to approach him to see if he could not be interested to make a poster

for the cause of books. The final result has been this drawing of a man in the far distant Arctic cabin, which Mr. Kent has made so well known, keeping his contact with the world and making his cabin a real home by devouring an open book. The legend below the picture is of Mr. Kent's own developing, and the fine lettering is his as well. The Pynson Printers, at his suggestion, were selected to undertake the reproduction.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

February 7, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Bible Anniversary

THE four hundredth anniversary of the first printing of the Bible in English will be celebrated this year. The publication of the Bible in English was, of course, a very significant event in our literary and religious history, and it will be recognized by hundreds of churches and Sunday Schools and other organizations. The life of William Tyndale will very fittingly be especially dwelt upon, and the era of religious progress that began when the Bible was first made available to those who use the English tongue. The celebration has been endorsed by the Federal Council of Churches, and the religious press has already indicated a great interest in the anniversary. The *Publishers' Weekly* will carry an article on Tyndale in its special religious number of February 28th, with reproduction of the title-pages of the famous books printed in Cologne and Worms in 1525.

The story of Tyndale, that great and heroic Englishman, may well be kept fresh in our minds, for many do not realize that, altho his translating was done ninety years before the publication of the King James version, it is his vivid and poetic phraseology that constitutes by far the major portion of that version. Thus he has had an enormous influence on the development of English literature and of the fine use of the English language. We must remember, too, that he paid the price of his life for his boldness and interest in making the scriptures available.

Valentine's Day

THIS week offers the bookseller a last chance to suggest by advertising and display that books make acceptable Valentines. Valentine Day comes on Saturday, a day on which it should be particularly easy to get the shopper's eye, and persuade him to carry off a gay-jacketed novel or a volume of poetry for a Valentine gift. The festive Valentine cards which the National Association of Book Publishers issued have been so persuasive and appropriate that there has been a tremendous demand for them. They must have inspired many people to give books for Valentines.

The Month of Birthdays

THE month of birthdays is again with us, with opportunities in schools, clubs, libraries and bookstores to encourage the reading of biography and of American history. The outstanding anniversaries so easily remembered are the birthdays of Lincoln and Washington, but the Scouts will not permit us to forget that Daniel Boone was born on the 11th of February, and New England should not let us forget that Longfellow was born on the 27th and James Russell Lowell on the 22nd of February. It is a short month in which to crowd so many observances, but the very crowding must make emphatic the value of biographical reading.

The Booksellers' Convention

BOOKSELLERS are already asking about the time and place of the great Chicago Convention, and it will not be too early to write for reservations to the Drake Hotel. The Convention starts on Monday, May 11th, and the banquet will be on Thursday, the 14th.

It is expected that there will be a vastly increased number of booksellers from the middle west in attendance. It is also expected that the easterners will not be slow to take this chance to go to Chicago as they did at the time of the first Chicago Convention. The hotel on the north side is a particularly suitable place for such a gathering, as its ample accommodations will help to keep the group together and

yet the loop is within easy reach. Those eastern booksellers who do not know the Chicago bookshops will find it extremely well worth their while to start out promptly to study them, as there is no city in the country that is more intelligently served with every variety of store.

The Libraries and Copyright

DR. M. LLEWELLYN RANEY, librarian of John Hopkins University Library, who was again the representative of the American Library Association and of several other learned societies at the copyright hearing before the House Patents Committee, gave as a summary of what he believed to be the essentials of copyright:

1. Clear title.
2. Universality.
3. Division of rights.

This would as well serve the publishers as a good statement, and their attitude on proposed legislation has been emphasis on those three points. Everyone handling literary property desires clear titles, also universal copyright, and all believe the law should provide for the possibility of a division of rights.

This third point is covered in the Perkins Bill when it states in Section 15: "The owner of the copyright in any work may assign, grant, or mortgage the entire right, either generally or subject to limitations, for the entire period of copyright, or for a limited time, *or for a specified territory.*" And the bill adds that foreign authors should receive the same benefits from copyright as the American. For this reason, it is inconsistent when the machinery to make possible the division of rights, which is set up in Section 41, is limited to American authors.

Dr. Raney brought forward figures to show that American publishers under such a provision granting an exclusive market would ask too high prices for their books, tho he did not claim that they did so on American books on which they now hold exclusive control. To prove his point, he reintroduced figures first published in the *Library Journal* of November 1st, 1921, and afterwards repeated before a Senate hearing on tariff. These figures were in an article renewing his plea that libraries

should order more books abroad. This list, thus introduced, shows 25 books whose English prices at the then current exchange amounted to \$76.07, while the American library price was \$119.58. As was pointed out, the use of these figures was misleading, inasmuch as the American library cost, which he used, was for most of the books figured at about 6% off the list price, a rate which no library pays, and which Dr. Raney now has rewritten at 10% discount.

It seems increasingly unfortunate to introduce these figures again as current testimony, first, because they are figures three years old (not mentioned in reintroducing them), and, secondly, because four-fifths of the books, being imported sheets, would be entirely unaffected by the importation proposal which Dr. Raney was then discussing. **A second exhibit of costs** which he introduced to prove his point was equally misleading, as again it had to do with books not at all affected by the legislation he was discussing. This was the de luxe edition of W. H. Hudson, which has never been manufactured in this country, and therefore would not be affected by the publishers' proposal. The Hudson set is, furthermore, one that has been bought probably by but few libraries in the country. The trade editions of W. H. Hudson, which were also instanced, are also beside the point of the argument, as they have in but few cases been manufactured in this country.

Dr. Raney did explain that the American publisher and dealer in books gave libraries a discount, which English publishers and dealers did not. If he had used current statistics which really apply to the problem, he would have been able to point out that a list of books written abroad and remanufactured by the American publishers would show list prices that run about 26c to the shilling, which, with the discount obtainable here and the absence of discount abroad, would make it cheaper for libraries to buy in this country.

Dr. Raney explained that he believed that books, when once published in the country of origin, should flow without any barriers to all parts of the world, but this seems a misconception of an author's rights of territorial assignment described in Section 15 of the bill. If an English author

chooses to have his books handled thruout the world by his English publisher, that should be his option. If, however, he can increase his income by having them energetically pushed thru exclusive representatives in different publishing areas, that, in any sound theory of copyright, should also be his option, and Section 15 makes just that claim for him. It is because this sound claim is negated by Section 41, which sets up the machinery for establishing the claim only if the author is American, and because the American publisher has to do with authors of all countries that the substitute Section 41 has been drafted and presented to Congress.

House Presents Its Postal Bill

HAVING rejected the Senate's postal bill in its final form, the House of Representatives presented on Wednesday its own draft of such a measure which, they claim, will provide sufficient funds to cover the wage increases for employees. Representative Kelly expects \$61,000,000 more revenue from this plan as compared with a possible \$31,000,000 from the Senate bill.

The service charge on parcel post will be 2c. per package as against the 1c. per package in the Senate bill. This change is counted on to raise \$15,000,000. It will bear heavily on book transportation. The charge for expediting parcel post will be 25c., as in the Senate bill.

As in the Senate proposal, the zones will be consolidated to three, and on second class advertising matter the rate will be 3c. a lb. for zones 1, 2, 3; 6c. a lb. for zones 4, 5, 6; 8c. a lb. for zones 7 and 8, which means an increase of 1c. over the Senate proposal in the first two zones.

Third class matter remains with an 8 oz. limit of weight and a rate of 1½c. for each 2 oz., but 1c. for catalogs, books, seeds and plants.

The only change in first class is from 1c. to 2c. on private postal cards. One decided change from the Senate bill is that no definite date is fixed for the expiration of these rates. In the Senate bill this was February 1st, 1926. Both bills provide for a Committee of three senators and three representatives to study the matter further.

Canadian Convention in June

THE annual convention of the Canadian Booksellers' and Stationers' Association will be held this year in Toronto on June 10th, 11th and 12th. The Association hopes to have guests from this side of the line.

"Clean Books" Bill

THE Ford Bill now before the New York State Legislature was to have had a committee hearing on February 3rd, but this was postponed until February 17th, and now again has been postponed to February 24th. The Ford Bill will be opposed by the National Association of Book Publishers, represented by counsel and members, as it proposes to make indictment of books and magazines depend upon selected passages and provides for the elimination of all testimony at the trial.

A Fine League Night

THE New York Booksellers' League, at its January dinner given on January 21st at the Hotel Brevoort, had as announced guests, David Seabury, author of "Unmasking Our Minds," and John Mulholland of the World Book Company and author of "Magic in the Making." Between them, the members had a rare treat. Mr. Seabury's talk was fascinating in its eloquence and clarity. The new psychology, founded on ascertained principles and debunked of false analysis was set forth in a most convincing argument, illustrated by examples of how the mind operates and how it can be trained and led thru tested media. Mr. Mulholland followed with a talk on magic, and performed a number of extraordinary conjuring tricks that astonished and delighted his audience. He then showed how easily several of them were performed.

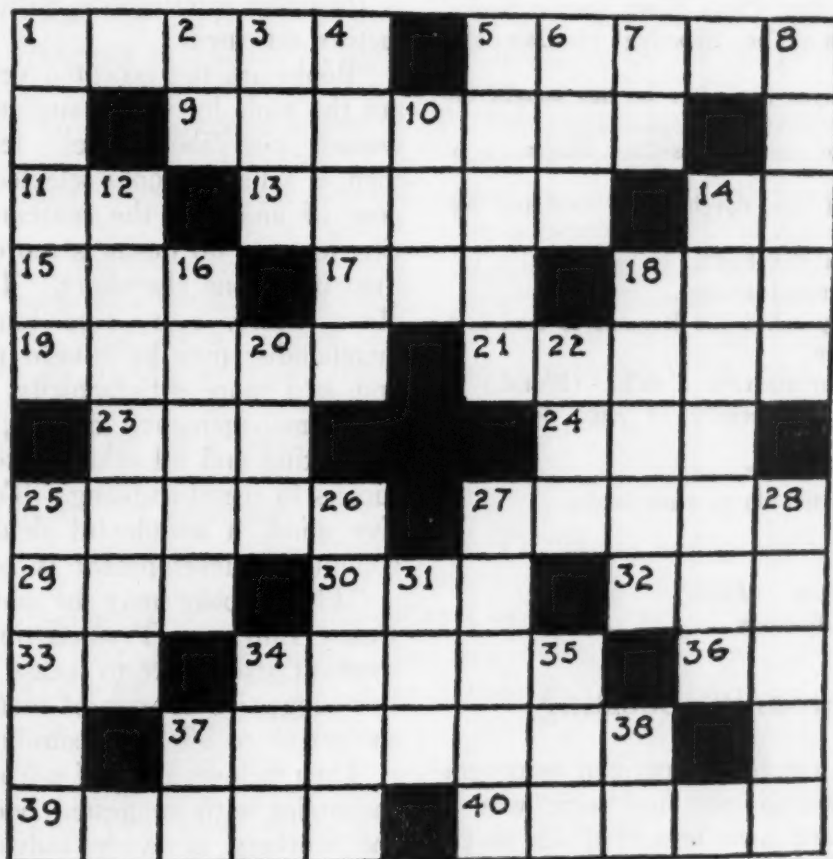
Another guest of the evening was Donald C. Bean of the University of Chicago Press, who came with a message from Chicago about the American Booksellers' Association Convention to be held there in May next. In extolling the virtues of the big city by the lake, he proved that Chicago, as once tagged by John Burns, was neither a pocket edition of hell nor hell a pocket edition of Chicago.

Cross Word Puzzle Contest

Test Your Bookish Vocabulary Horizontally and Vertically

THIS is the first of three Cross Word Puzzles which will appear in successive issues of the *Publishers' Weekly*. The puzzles were constructed by J. A. Margolies of Brentano's, New York, and will all appeal to those who are interested in books. We will give prizes of \$25, \$15, and \$10 to the three persons who send in the correct answers to the *Publishers'*

Weekly with the best article of a thousand words on "Book Epidemics—Why They Come and Go," that is, we want to know why everyone who bought Coué last year is buying Cross Word Puzzles this year. Contributions to be considered must be postmarked on or before March 9. Employees of the R. R. Bowker Company are debarred from this contest.



PUZZLE NO. 1.

HORIZONTAL

1. The books that are hard to sell.
5. Our own business.
9. What every publisher hopes his books will be.
11. Part of the verb "to be."
13. Irish author who likes his books published in limited editions.
14. Noted Boston publishing house. (Abbr.)
15. What reading a dull book will make you do.
17. What a book is when it is not in stock. (Abbr.)
18. A Philippine peasant.
19. Soldiers collectively.
21. An American author who lived in Japan for many years.
23. Educational fundamentals.
24. Publisher of a recent book dealing with the life of a great poet. (Abbr.)
25. House insect.
27. Salute.
29. Possess.
30. Period of time.

32. A term applied to books of history, but may also be applied to many novels.
33. A book before it is printed. (Abbr.)
34. Censure.
36. Publisher of one of the best novels of the year in which an animal figures in the title.
37. Title of famous poem by Kipling.
39. Approaches.
40. Violation of law.

VERTICAL

1. What every author likes to get into.
2. Than which no better country exists. (Abbr.)
3. Precious stone.
4. One masted vessel.
5. Alloted place.
6. Metallic rock.
7. Not in stock. (Abbr.)
8. One of the partners in the firm that perpetrated the first Cross Word Puzzle Book.
10. Character in "The Shooting of Dan McGrew."
12. What the buyer has after he has bought too much.
14. Publishers of the best selling biography of the year.
16. Publisher of the novels of a brilliant Armenian.
18. Tied with a flat band.
20. Imaginary mailed animal.
22. What Antony asked the Romans to lend him.
25. Kind of type.
26. Apparatus for steering a ship. (Plural.)
27. Sexual; said especially of eggs developing after fertilization.
28. Goddess of Fortune.
31. What the critics do to some books.
34. Obstacle.
35. Go astray.
37. Southern State. (Abbr.)
28. Goddess of Fortune.

Community Boosting

THERE are few American communities which do not find some way to bring their own best qualities to the attention of the surrounding country or to the nation as a whole. Sometimes this boosting seems to the visitor to lack sound reason for being, but occasionally, as in Charlotte, N. C., the campaign is put on such a basis that it cannot but strike the public favorably and suggest that the community really is endeavoring to live up to the claims it is making.

Charlotte calls itself "the best shopping center of the South," and it bases this assertion on the fact that "its salespeople study their product." A pamphlet has been compiled by the Charlotte Public Library and

issued by the Charlotte Merchants' Association, to which an introduction has been contributed by Charles R. Brockmann of Brockmann's Bookstore in Charlotte. This introduction says in part:

"All advertising, to be permanently effective, must be truthful. To adopt the slogan, 'Charlotte the Best Shopping Center of the South' would be harmful were the statement not based on fact. Merchandise alone will not accomplish the desired result, for the markets of the world are open to all merchants alike. The same applies to stores. All roads lead away from as well as toward Charlotte. The opportunity must be made. The only avenue of approach to the superlative slogan adopted is thru the intelligence with which these factors are used.

"Books are the accepted vehicles. They are the tools by which successful men and women rise above their fellows. This, then, is a list of books selected for the purpose of enabling the mercantile firms of Charlotte to do business more intelligently than it is done elsewhere. They teach all about nearly every line handled so that merchandise may be bought more skilfully and sold more satisfactorily. They teach store management, display, advertising, accounting and all other factors leading to success in merchandising. To an imaginative mind, a wonderful field of self and community development is here presented.

"These books may be obtained at the Public Library. Trained librarians are in constant attendance to locate books, to outline suggestive courses of reading upon any subject or to offer any similar service."

Then follows a list of a score of different industries with suggested book service for the workers in every industry—the best books on textiles, silk, rubber, jewelry, furniture, groceries, dressmaking, bookselling, confectionery, etc., etc.; also, the best books on those subjects suitable for every merchant—salesmanship, store management, advertising. Such a list is not only of practical help to the merchants in that community, but the existence of such a campaign would have a very decided influence on the consumer, who could not help believing that a community that thus took its responsibilities seriously would be a community in which he could very safely do his shopping.

Romans à Clef

A List of Novels With Characters Based on Real Persons

Compiled by Earle F. Walbridge

Librarian of the Harvard Club of New York City

THE following list is a condensed version of a pamphlet published by the New York Public Library. A few titles have been added. Acknowledgment should be made to Ernest A. Baker's "Guide to the Best Fiction in English" (Macmillan) and William S. Walsh's "Heroes and Heroines of Fiction" (Appleton) as sources of identification of many of the characters. The compiler is also indebted for suggestions to Margaret Widemer, Mrs. Isabel Paterson and Edward J. O'Brien.

Quoting from the introduction written by Edmund Lester Pearson for the original list: "However little we sometimes may permit him to do it, the writer of fiction prefers to regard himself not as a photographic camera but as an artist, not as a

copyist but as a creator. He takes a hint from a man, a trick of speech, a peculiarity of costume, or an odd trait of character, as a suggestion with which to begin. The rest of the man exists only in imagination, or so the novelist hopes and intends. He has used him rather less, even, than the sculptor copies his model in designing a statue.

Few full-length portraits exist in fictitious literature. It is not for any biographical information, therefore, that this list is interesting. . . . Altho, as the compiler is aware, it is far indeed from a complete list of *romans à clef*, it shows how general has been the custom among romancers to found at least one or two of their characters upon recognizable living models. . . ."

ADAMS, HENRY. "Democracy."

Senator Radcliffe is drawn from James G. Blaine and other public men of the time.

ANNUNZIO, GABRIELE D'. "The Flame of Life."

The novel that drove Eleonora Duse into retirement.

BARRY, WILLIAM FRANCIS. "The Two Standards."

Contains a portrait of Wagner.

BATES, ARLO. "The Puritans."

The Rev. Rutherford Strathmore was intended for Phillips Brooks.

BENÉT, STEPHEN VINCENT. "The Beginning of Wisdom."

In this novel and in "Young People's Pride," the character Johnny Chipman is evidently John Farrar, editor of the *Bookman*.

BENSON, EDWARD F. "Dodo."

Margot Asquith, née Tennant, was claimed as the model for Dodo; Ethel Smyth, the composer, as the original of Edith Staines.

BESANT, SIR WALTER. "All Sorts and Conditions of Men."

Lady Angela Marsden Messenger was drawn from Lady Burdett-Coutts.

— "The Monks of Thelemā."

Paul Rondelet was drawn from Walter Pater.

BRONTË, CHARLOTTE. "Shirley."

Drawn from her sister Emily.

— "Villette."

Dr. John is her publisher, George Murray Smith; Paul Emanuel is her Brussels teacher, M. Héger; Mme. Héger appears as Madame Beck.

BUTLER, SAMUEL. "The Way of All Flesh."

Ernest Pontifex is himself; Theobald and Christina his father and mother; Alethea, a Miss Savage, Butler's best woman friend.

CAINE, SIR HALL. "The Prodigal Son."

Includes incidents, some of them discreditable, in the life of Dante Gabriel Rossetti.

CHAMBERS, ROBERT W. "Iole."

Recognized by Elbert Hubbard as containing a portrait of himself.

CHURCHILL, WINSTON. "The Celebrity."

Regarded as a satirical portrait of Richard Harding Davis.

CLEMENS, SAMUEL L. (Mark Twain.) "The Gilded Age."

James Lampton is Colonel Sellers; Orion Clemens, Washington Hawkins; and Squire Clemens, the judge.

COLOMBIER, MARIE. "The Memoirs of Sarah Barnum."

A scandalous novel about Sarah Bernhardt. Sarah retaliated in kind with "Marie Pigonnier."

CONSTANT, BENJAMIN. "Adolphe."

Constant and Mme. de Staël.

CRAWFORD, F. MARION. "Mr. Isaacs."

The original was a Mr. Jacobs, who came into the public eye thru his dispute with the Nizam of Deccan over the price of the Great Empress diamond.

DAUDET, ALPHONSE. "Kings in Exile."

Axel is the Prince of Orange; Christian II, king of Illyria, is drawn from Francis II, the last king of Naples.

—— "The Nabob."

Felicia Ruys is either Sarah Bernhardt or Judith Gautier; Mora is the Duc de Morny.

—— "Numa Roumestan."

The early career of Gambetta.

DICKENS, CHARLES. "Barnaby Rudge."

Mr. Chester was drawn from Lord Chesterfield.

—— "Bleak House."

Boythorn is Walter Savage Landor; Harold Skimpole, Leigh Hunt. Harriet Martineau may have been the model for Mrs. Jellyby and William the Fourth for Mr. Turveydröp.

—— "David Copperfield."

Dickens is David; his father, Wilkins Micawber. The original of Dora was one Maria Beadnell, who reappears in a fat and coy incarnation as Flora Finching in "Little Dorrit."

—— "Little Dorrit."

Offensive to Sir James Stephen because of Tite Barnacle and the Circumlocution Office.

—— "Martin Chuzzlewit."

S. C. Hall, long the editor of *The Art Journal*, was the original of Pecksniff.

—— "Nicholas Nickleby."

Mrs. Nickleby was Dickens' own mother.

—— "Oliver Twist."

Mr. Fang was drawn from Mr. Lang, an "insolent and harsh police-magistrate."

DILLON, MARY G. "The Patience of John Morland."

Kitty McCabe is Peggy O'Neill, who married Jackson's Secretary of War, John Henry Eaton of Tennessee.

DISRAELI, BENJAMIN. "Coningsby."

Disraeli is his own hero; Florestan is a caricature of the Emperor Napoleon III; Lord Palmerston is the model for Lord Roehampton; Job Thornberry is drawn from Richard Cobden; Millbank, from Gladstone.

—— "Lothair."

Cardinal Grandison is a combination of Cardinals Manning and Wiseman.

—— "Vivian Gray."

Fitzborn is Sir Robert Peel; Mrs. Felix Lorraine, Lady Caroline Lamb; Charlatan Gas, Canning; Stanislaus Hoax, Theodore Hook.

DOYLE, A. CONAN. "The Adventures of Sherlock Holmes."

Sir Arthur acknowledges in his recent autobiography that two of his instructors at medical school were his models; Joseph Bell for Sherlock Holmes, and Professor Rutherford for the Professor Challenger of "The Lost World" and "The Poison Belt." "The Stark-Munro Letters" is largely autobiographical.

DU MAURIER, GEORGE. "Trilby."

Whistler forced the elimination of Joe Sibley, the caricature of him in the serial version of "Trilby," from the published book. Frederick Walker was the original of Little Billee. Felix Moscheles, son of the famous pianist, has been suggested as the original of Svengali.

ELIOT, GEORGE. "Felix Holt."

Gerald Massey, the socialist poet, was probably her model.

—— "Middlemarch."

George Henry Lewes is the original of Will Ladislav; Mrs. Mark Pattison, later Lady Dilke, of Dorothea Brooke; Mark Pattison, of Casaubon; Oscar Browning, of Tertius Lydgate.

FERBER, EDNA. "The Girls."

Rutherford Hayes Adler is supposed to be F. P. A. (Franklin P. Adams.)

—— "So Big."

Dallas O'Mara is said to be drawn from Neysa McMein.

FLANDRAU, CHARLES M. "The Diary of a Freshman."

Parson Adams is the author's friend, Rev. William Young.

—— "Tom Jones."

Squire Allworthy is drawn from Ralph Allen, friend also of Pope.

FLANDRAU, CHARLES M. "The Diary of a Freshman."

Fleetwood, the English instructor, is drawn from Professor Copeland of Harvard, about whom Alexander Woolcott has written in his "Enchanted Aisles."

FORD, PAUL LEICESTER. "The Honorable Peter Stirling."

Grover Cleveland was his model.

FRANCE, ANATOLE. "The Red Lily."

Miss Bell is said to be drawn from Vernon Lee, the English author.

GRANT, ROBERT. "The Chippendales."

Hugh Blaisdell was supposed to be drawn from Thomas W. Lawson, author of "Frenzied Finance."

HAWTHORNE, NATHANIEL. "The Blithedale Romance."

Margaret Fuller was supposed to be the model for Zenobia.

—— "The Marble Faun."

Hilda is his daughter, Una; Kenyon is Paul Akers, the sculptor.

HERGESHEIMER, JOSEPH. "Cytherea."

The motion picture actress is drawn from Lillian Gish.

HEWLETT, MAURICE. "Bendish."

One of many novels introducing Byron. Samuel C. Chew gives a complete list of them in his "Byron in England" (Scribner). Gervase Poore is supposed to be Shelley.

HICHENS, ROBERT. "The Green Carnation."

Oscar Wilde is satirised in Mr. Amaranth; Lord Alfred Douglas, in Reggie. The new edition of the novel published by Mitchell Kennerley in 1923 gives the complete cast of characters.

HOUSMAN, LAURENCE. "Trimblerrigg."

Just published by A. and C. Boni, who say that the central figure is "unmistakably the political giant of our day, curiously revealed." The jacket drawing gives away the secret.

JAMES, HENRY. "The Bostonians."

William James accused his brother of drawing Miss Birdseye from Miss Elizabeth Peabody, a charge which Henry James denied.

KINGSLEY, CHARLES. "Alton Locke."

Saunders Mackaye is Thomas Carlyle.

KIPLING, RUDYARD. "The Light That Failed."

Contains portraits of Frederick Villiers and other war correspondents.

—— "Stalky and Co."

Kipling is Beetle; the Hon. H. C. Beresford, McTurk; and Lion C. Dunsterville, Stalky himself.

LASCELLES, ERNITA. "The Sacrificial Goat."

Moreby is "the early morning Bernard Shaw of the Shavian novels."—*A. Donald Douglas*.

LONGFELLOW, HENRY WADSWORTH. "Hyperion."

Longfellow won his second wife, Fanny Appleton, by writing this novel in which she is the heroine, Mary Ashburton.

MALLOCK, WILLIAM H. "The New Republic."

The real dramatis personae are: "Storks" (Huxley), "Stockton" (Tyndall), "Herbert" (Ruskin), "Donald Gordon" (Carlyle), "Jenkinson" (Jowett), "Mr. Luke" (Matthew Arnold), "Saunders" (Professor Clifford), "Rose" (Walter Pater), "Leslie" (Mr. Hardinge), "Seyden" (Dr. Pusey), "Lady Grace" (Lady Dilke), "Mrs. Sinclair" (Mrs. Singleton, afterwards Lady Currie ["Violet Fane"])—*Baker*.

There is a disagreeable portrait of Mallock in Mrs. Ward's "Eleanor."

MAUGHAM, W. SOMERSET. "The Moon and Sixpence."

Strickland is drawn from Paul Gauguin, the French painter.

MARRYAT, FREDERICK. "Peter Simple."

Thomas Cochrane, tenth Earl of Dundonald, "Cochrane the Dauntless" was the model for Captain Savage.

MEREDITH, GEORGE. "The Amazing Marriage."

Gower Woodseer is said to be a sketch of Stevenson.

—— "Beauchamp's Career."

Beauchamp was drawn from Admiral Frederick Maxse.

—— "Diana of the Crossways."

Diana's history was founded on that of Caroline Norton, granddaughter of Sheridan.

—— "The Egoist."

Vernon Whitford is drawn from Leslie Stephen.

—— "Lord Ormont and his Aminta."

Lord Ormont: the great Earl of Peterborough; Aminta: Anastasia Robins, the famous singer, whom he married in 1722.

—— "The Tragic Comedians."

The literal life-story of Ferdinand Lassalle and Hélène von Dönniges.

MOORE, GEORGE. "Evelyn Innes."

Ulick Dean is a composite of William Butler Yeats and A. E.

—— "The Lake."

Ralph Ellis is Edouard Dujardin, author of "La Source du Fleuve Chrétien."

PAINE, ALBERT BIGELOW. "The Bread Line."

Barrifield is Irving Bacheller; Perny, Albert Bigelow Paine; Born, Frank Verbeck; Livingstone, Orson Lowell; the Rev. Monte Banks, the Rev. DeWitt Talmadge.

PALMER, FREDERICK. "The Big Fellow."

Based on incidents in the life of Chief-Justice Taft.

PEACOCK, THOMAS LOVE. "Nightmare Abbey."

Scythrop Glowry is Shelley; Mr. Cypress, Byron.

RIVES, HALLIE ERMINIE. "The Castaway."

Another Byron novel.

ROBERTS, MORLEY. "The Colossus."

The Colossus is Cecil Rhodes.

—— "The Private Life of Henry Maitland."

Supposed to be the life of George Gissing.

SAND, GEORGE. "Elle et Lui."

Her liaison with the poet Alfred de Musset. The latter's brother, Paul, retaliated with an unflattering novel, "Lui et Elle."

—— "Lucrezia Floriani."

Prince Carol was Chopin, who was annoyed to find his affair with George Sand figuring in her fiction.

SCOTT, WALTER. "Guy Mannering."

Julia may have been a portrait of his French wife.

SEDGWICK, ANNE DOUGLAS. "The Encounter."

Ludwig Wehlitz is a study of Nietzsche.

SHEPPARD, ELIZABETH S. "Charles Auchester."

Seraphael is Mendelssohn; Clara Bennette is probably Jenny Lind.

SINCLAIR, MAY. "The Divine Fire."

Savage Keith Rickman may have been drawn from Ernest Dowson.

STEVENSON, ROBERT LOUIS. "Weir of Hermiston."

Founded on the judge, Lord Braxfield.

—— "The Wrecker."

Some of Loudon Dodd's experiences were those of Will H. Low. Pinkerton, Mr. Low says, is a "genial caricature" of S. S. McClure; Corporal John is John S. Sargent.

STIMSON, FRANCIS J. "King Noanett."

Miles Courtenay is drawn from John Boyle O'Reilly.

STOCKTON, FRANK R. "The Casting Away of Mrs. Lecks and Mrs. Aleshine."

"In [this novel] he introduced two delightful old ladies whom he knew, and who were never surprised at anything that might happen."—*Mrs. Stockton*.

THACKERAY, WILLIAM MAKEPEACE. "Henry Esmond."

Rachel Castlewood is drawn from Mrs. Jane Octavia Brookfield; Beatrix, from Elizabeth Chudleigh.

—— "Pendennis."

Foker is Andrew Arcedeckne of the Garrick Club; Mr. Wagg, Theodore Hook.

—— "Vanity Fair."

The Marquis of Steyne was probably drawn from the third marquis of Hertford. A woodcut portrait of Steyne in the first issue of *Vanity Fair*, immediately suppressed, bore a remarkable resemblance to Sir Thomas Lawrence's portrait of the third marquis.—*Walsh*.

TOWNSEND, EDWARD M. "Chimmie Fadden."

The original was one Patrick O'Connell (1852-1913), better known as "Chuck Connors" and "The White Mayor of Chinatown."

TROLLOPE, ANTHONY. "Phineas Redux."

Mr. Trumbull is a satirical portrait of John Bright.

VAN VECHTEN, CARL. "Peter Whiffle."

Edith Dale is said to be a portrait of Mabel Dodge, who is also the subject of a rare book by Gertrude Stein, of that title.

WARD, MRS. HUMPHRY. "Fenwick's Career."

Based on the story of the lives of George Romney and Benjamin Haydon, the English painters.

— "Lady Rose's Daughter."

Reworking of the famous episode of Mme. du Deffand and Julie de Lespinasse.

— "The Marriage of William Ashe."

Based on Byron's affair with Lady Caroline Lamb.

— "Miss Bretherton."

Suggested by Mary Anderson's brilliant success in 1883.

— "Robert Elsmere."

"... People say that ... Rose is intended for you; Catherine, for your sister Laura; the Squire, for Mark Pattison; the Provost, for me [Benjamin Jowett], etc. ..." — *Margot Asquith, an Autobiography.*

WATTS-DUNTON, THEODORE. "Aylwin."

Portraits of Rossetti, William Morris, J. A. Symonds, and others.

WELLS, H. G. "The New Machiavelli."

Contains portraits of Sidney and Beatrice Webb and of Lord Balfour. Lord Haldane appears in "Bealby."

WHARTON, EDITH. "The Age of Innocence."

August Belmont and many other notables of the society of the period have been identified by readers of the novel.

WILSON, ROMER. "The Death of Society."

Ingmann is drawn from Georg Brandes.

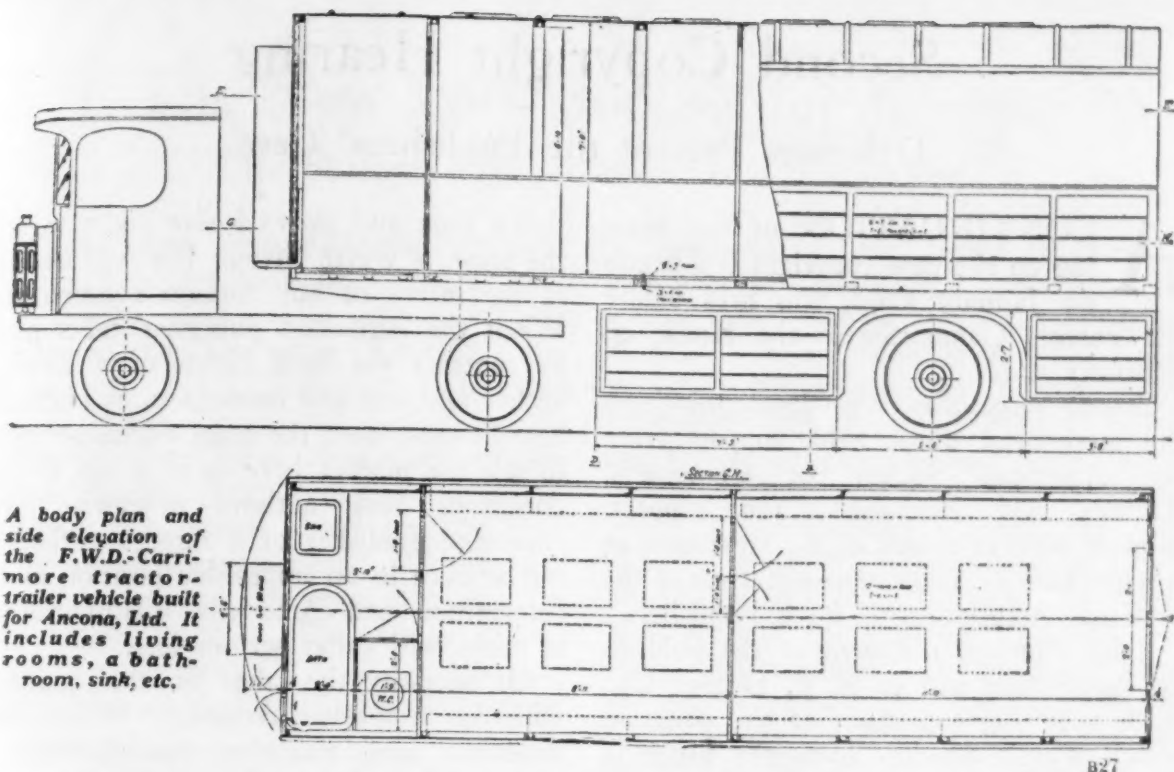
Parnassus on Wheels Again

THE bold and adventurous American experiments in sending out bookshops on wheels, served as precursors for plans which have now reached fruition in England. A great truck is now taking the road among the English cities. It is so large that it touches the extreme limit of legal restrictions for truck size, and not only does it carry along a full bookstock, but it even supplies the sleeping and toilet arrangements for the people in charge.

The enterprise is being managed by The Ancona Company, Ltd., the same firm that has been conducting the book fairs in English cities, such as the one in Cambridge, England, described in the *Publishers' Weekly* of June 28th, and the enterprise is being supported by forty different London publishers, who pay on the basis of ten shillings per book exploited.

The vehicle will be run from town to town, where halls will be hired for two or three days at a time and book exhibits given. The local booksellers will work for the publicity of the general idea and receive their pro rata of the sales thus developed. The books in the truck are not for sale but are samples for display and examination.

The floor plan of this truck is printed herewith, and, as will be seen, it is a heavy tractor with a trailer, the driver being in a separate caboose to the front. Along the side of the wagon, in large lettering, is the slogan, "Every Real Home Has Books," and below is the invitation, "Visit the Ancona exhibition in this van." The truck is lighted with windows on top and toward the rear and front. The two compartments inside will provide at night a sleeping and



THIS TRUCK WITH A TRAILER IS THE MOST PRETENTIOUS PARNASSUS ON WHEELS YET ATTEMPTED. ITS SALES METHODS, TOO, ARE INTERESTING

living room for the representative, both these rooms being completely surrounded by bookcases. The cases in which the books are carried are three feet square and six inches deep, and, when in the vehicle, the books are placed on shelves in the ordinary manner, these shelves being placed two deep down each side of the body and held in position by suitable removable up-rights. There is a three-ply back to each bookshelf, and this can be removed and dropped down the center of the shelves when exhibiting, thus giving a two-sided shelf three inches deep at each side. Special folding stands are provided, and, when the exhibit takes place in a hall, the bookshelves are lifted out bodily with the books and carried into the hall and arranged in rows on the stands. These folding racks and other easels for exhibiting the samples are carried in two boxes underneath the body of the truck. When the exhibit is ready, the public finds the books arranged in two ways, one assorted by subject and the other assorted by publisher, and local people help in serving and giving out the catalogs and lists. When the exhibit was given last summer, it was shipped around by freight, but this truck will permit much more rapid transportation.

Hawthornden Prize Award

R. H. MOTTRAM has just been awarded the Hawthornden Prize of £100 for his first novel, "The Spanish Farm," which was published last fall by Lincoln MacVeagh, The Dial Press. The Hawthornden Prize was established in England in 1919 by Miss Alice Warrander and is awarded each year for the best imaginative work by a writer under forty years of age.

Mr. Mottram is a Norwich bank clerk entirely unknown to literary London. He had written three books, but "The Spanish Farm" was the first to be published.

A. E. W. Mason, who presided at the public presentation of the prize, said there was not the slightest doubt about the justice of the award, and the committee, which consisted of Laurence Binyon, Robert Lynd and J. C. Squire, had no hesitation as to its decision. On the same occasion H. M. Tomlinson spoke of Mr. Mottram's book as certainly the most distinguished novel that had come out of the war.

John Galsworthy hailed the book as the only full, solid piece of French characterization which has come out of the war.

Second Copyright Hearing

Delegates Present the Publishers' Case

A CONTINUATION of the hearing on the new copyright bill begun on January 22nd, was held before the Patents Committee of the House on February 3rd.

Strong opposition was developed from the mechanical music field, support from the American Society of Composers, Authors and Publishers, and support, coupled with criticism, of the treatment of foreign authors, from representatives of the National Association of Book Publishers.

John Macrae, president of the publishers' association and of E. P. Dutton Co., made a strong exposition of the situation which would develop from the breaking down of the right of the foreign author to assign an exclusive market in this territory as could American authors, and the point was further developed by Alfred A. Knopf, who served also as delegate of the National Association. D. Appleton & Co. were represented by Sullivan and Cromwell, as counsel, and asked permission to file for the records a detailed brief. The main points of Mr. Macrae's argument follow:

The National Association of Book Publishers has sent me here to head a delegation of publishers to speak on behalf of our combined interest, as affected by the Perkins Copyright Bill (HR-11258).

This Association desires to make it clear and definite that we all feel it to be most important that this country pass a copyright bill that will give us entry into the International Copyright Union—called the Berne Convention. I am requested to state that we heartily approve of the Perkins Copyright Bill, with one serious objection; Section 41 will have a disastrous effect on the American Book Publishers. Strike out Section 41 entirely and the bill has our entire, unanimous approval.

Section 15 of this bill guarantees to all creators of copyrightable material the right to assign *exclusive rights for a specific territory*, but the machinery for enforcing this absolutely necessary right is, in Section 41, provided for American authors only. An exclusive right to print an au-

thor's book and no exclusive right to sell the same, is worth little. We will be left at the mercy of our foreign competitors. When the American publisher takes over by contract the book rights of a foreign author and sets and manufactures his book here he must have the same exclusive right to sell the market here as is given to the American book author; otherwise the American publisher of a foreign author is put at once in an impossible position as to competition and American manufacturers of books will suffer serious loss.

Of necessity the labor of the country will be seriously harmed. When the American book publisher manufactures a book by a foreign author in this country, he not only helps paper-makers, printers, binders and American labor, but each book published provides for a considerable cost in advertising and circularizing; this all adds up to the advantage of the home markets.

We American book publishers know we can and do manufacture as good books and as cheaply as they can be manufactured in any other country, but we need and must have a fair and open field. Section 41 hamstrings us and will put us out of fair competition. Our large and growing population, with the ever increasing standards of education, is providing great numbers of readers for books, the higher American wages make it possible for more people to buy books here than is the case in any other country. We publishers feel that your committee must and will give heed to our desires and needs, as affected by Section 41.

Before closing, I would like to congratulate the Authors' League on being able to contribute so ably towards the solution of our American copyright difficulties. We are all deeply indebted to Mr. Solberg for his untiring devotion for so long a period to our American copyright problems. We imagine other interests will have their particular difficulties; our disaster in this bill would be Section 41. Delete this and we are content."

The New York Bookselling Course

"The Business and Profession of a Bookseller"

THE first lecture begins February 19th, and the course extends thru June 11th. The lectures will be conducted on successive Thursday evenings from 6:45 to 8:25 p.m. The place will be in the Commercial Building of the College of the City of New York, at Lexington Avenue and Twenty-third Street. Students may enroll in advance by mail, or by personal application. The instructional fee of the course is \$10 and the registration fee \$2. The outline of lectures is as follows:

"The Business and Profession of a Bookseller."

Lecture 1, February 19th.

" 2, " 26th.

"Organizing and Stocking a Bookshop."

Lecture 3, March 5th.

" 4, " 12th.

"The Classification of Books."

Lecture 5, March 19th.

"The Merchandising of Books."

Lecture 6, March 26th.

" 7, April 2nd.

" 8, " 9th.

"Specializing in Bookselling."

Lecture 9, April 23rd.

" 10, " 30th.

"Book Reviews as Part of the Bookseller's Reading."

Lecture 11, May 7th.

"Bookkeeping and Records."

Lecture 12, May 14th.

" 13, " 21st.

"The Making of a Book."

Lecture 14, May 28th.

"Enlarging the Book Market."

Lecture 15, June 4th.

" 16, " 11th.

Admission will be open to any mature person interested in bookselling, and those who are regularly enrolled in the School of Business and Civic Administration of the College may receive two credits upon the successful completion of the course

as equivalent to the course in practical salesmanship. The college also offers other courses which may be very profitably taken by those who are entering into this study, including "Currents in Contemporary Literature," by Professor Stair, "American Literature," by Professor Otis, "Contemporary English Drama," by Professor Stair, "Great Literary Classics," by Professor Crowne, "Modern European Literature," by Professor Coleman, "General Psychology," by Professor Turner and others, "Accountancy" by Professor Brett and others, "Economics," by Dean Robinson and others, "Business Organization," by Dr. Bradford, and "Advertising," by Mr. Holbrook.

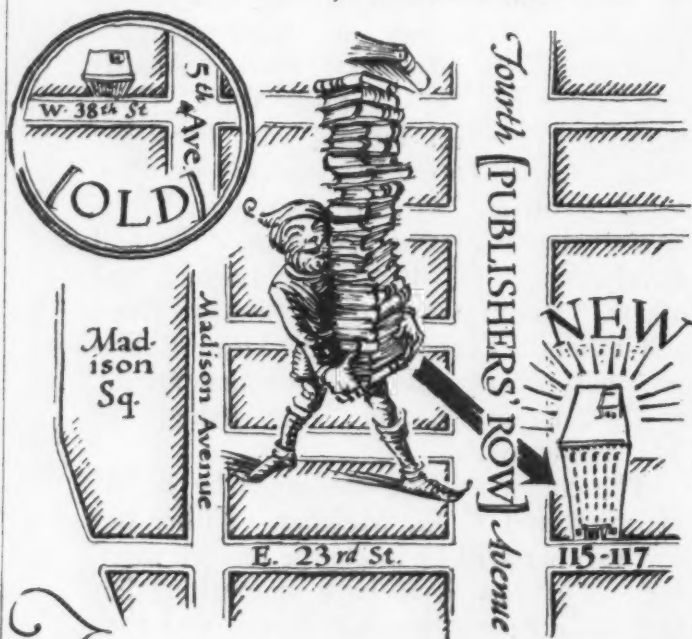
The course will be conducted by B. W. Huebsch and F. G. Melcher. Either one or the other will be in charge of each meeting. The plan is to have an opening lecture on a theme by some expert, and then to have general discussion and supplemental comment during the latter half of the period. By having different experts deliver the lectures, a broad basis of instruction can be obtained, and, by having one of the directors in charge each evening, there will be a continuity in discussion, avoiding duplication.

Last year, over 100 people attended the course, and it is thought that this downtown location will make it even more feasible for many to attend.

"Who's Who in Literature"

A NEW edition of "Who's Who in Literature" is planned for publication in 1926. The current edition, issued in 1924, mentioned only about 300 American authors in its listing of 4,000 names. The editor announces that the forthcoming edition will be greatly extended, especially in its entry of American data. To this end he is anxious to receive information about authors, from themselves or from societies of authors. This material should be forwarded to the editor at 87 Dale Street, Liverpool, England, before July 1st.

The MACAULAY Company
Announces its removal ~
January first 1925 ~ to
115-117 East 23rd Street
New York City
 [Telephone ~ Gramercy 3405 3406]



Two entire floors in the heart of the new Publishing Center will give us room for the self-expression our business has craved for many Moons. *If You are cordially invited to drop in on us early & often!*

Macaulay Moving

THE Macaulay Company, publishers, New York, has moved to larger quarters at 115 E. 23rd St. The company has specialized in popular fiction, reflecting the public's immediate tastes and concentrates its promotion on these. The business has had a steady growth.

The building at 115 E. 23rd St., is opposite the A. L. Burt Co. and in that section of the city which is holding its character as Publishers' Row. There will be ten thousand square feet of floor space, with shipping, editorial and sales rooms in close proximity on the same floor. An interesting feature is a small room, well lighted, which is for the use of artists, employed by the firm for designing jackets, etc.

One of the features of the Macaulay line is its list of Popular Copyrights which include the books of Joan Conquest, Louise

Gerard, Le Blanc, Le Queux, etc. Included in its new catalog are new books by T. Everett Hare, Fulton Oursler, whose book "Behold This Dreamer" created much discussion last year; Grace Miller White, Anice Terhune, and Louise Gerard.

Changes in Price

OXFORD UNIVERSITY PRESS

Oxford Standard Authors:

Venetian Morocco, now net \$5.00.

Lambskin, now net \$5.50.

Persian Morocco, now net \$6.00.

Oxford Shakespeare, 1 volume, Rutland, now net \$7.50.

Oxford Shakespeare, 3 vols., Venetian Morocco, now net \$16.00.

D. APPLETON & COMPANY

"Whale Hunting with Gun and Camera," by Roy Chapman Andrews, has been increased in price from \$3.00 to \$5.00.

Business Notes

NEW YORK.—Greenberg, Inc., has moved its offices to 112 East 19th Street.

Personal Notes

BESSIE GRAHAM, author of "The Bookman's Manual," well-known to all the book-trade for her school for booksellers in Philadelphia, goes to Riverside, California, February 15, to teach in the Riverside Library School. She will also conduct courses at the Los Angeles Library School and speak before the California State Library Association in Sacramento.

English Guests

S. C. ROBERTS, manager of the Cambridge University Press, Cambridge, England, is planning to sail for America on the 18th of March, and will be an interested and keen observer of American publishing and bookselling conditions. Mr. Roberts is especially interested in fine printing and has done much to maintain and improve the very high standards of the Cambridge output. He has published, among other books, a history of the Cambridge University Press thru its four hundred years, which was printed in 1921.

BASIL BLACKWELL, who has succeeded his father in the famous bookselling business of B. H. Blackwell, Ltd. in Broad Street, Oxford, is due to arrive in New York the first week in May and has written that he brings a message from the Associated Booksellers of Great Britain and Ireland and will be present to deliver this at the Chicago Convention.

Obituary Notes ✓

JOHN LANE OF THE BODLEY HEAD

JOHN LANE, famous English publisher and author, died suddenly in London on February 2nd. He was born in Devonshire in March of 1854 and entered the publishing business in 1887, when, with Elkin Mathews, he founded the Bodley Head publishing business. This partnership dissolved in 1894, and for the past thirty years Mr. Lane has conducted this business at the well-known address on Vigo Street, London, under the name of "John Lane The Bodley Head."

In 1898, he married Annie E. King of Boston, who was then superintendent of music in the Boston schools. Mrs. Lane is the author of several books, including "Kitwyk Stories," "According to Maria," etc. Mr. Lane himself was a writer and editor, and, after the fourth volume, was the art editor of the famous *Yellow Book* which he published, a publication that did much to make the reputation of his imprint as well as to bring authors to his list.

Mr. Lane did much to encourage new writers, especially poets, as is indicated by his catalogs with such names as Francis Thompson, Ernest Dowson, Rupert Brooke, William Watson, Stephen Phillips, Laurance Hope, A. E. Housman, Gilbert K. Chesterton, Richard Le Gallienne, A. C. Benson, Lascelles Abercrombie and Thomas Walsh. Probably no other publisher of books in English could make such an extraordinary showing of modern verse.

He also did much to encourage the publishing of books in the field of art, including volumes illustrated by Aubrey Beardsley, T. R. Way, Plowman's book on etching, Frank Brangwyn's books, Shaw Sparrow's book on decorative art, and the famous Spanish Series. His house was also responsible for making available Anatole France in complete form in English.

Among other publishing enterprises of the firm that will be remembered with interest by the book-trade will be the development of W. J. Locke, of Stephen Leacock, Kenneth Grahame.

Mr. Lane knew America and the American book world better than most English publishers, and was a very frequent visitor

on this side, making long stops. In 1896, he established an American branch, which, twenty-five years later, he sold to Dodd, Mead & Company, who have since incorporated the Lane books in their own list.

GEORGE WASHINGTON CABLE

GEORGE WASHINGTON CABLE, author of many books dealing with the picturesque life of the south died January 31. He was born in New Orleans, October 12, 1844, and grew up among the French Creoles, whose manners and customs he later portrayed in his various novels. Of late years nothing of outstanding importance had been written by him, his last book "Lovers of Louisiana" appeared in 1918. He is essentially a novelist of local color, generally associated with men like Winston Churchill, Owen Wister, James Lane Allen, Joel Chandler Harris, Bret Harte, etc. After journalistic work on several southern papers he began to contribute to various magazines and finally attracted recognition with his "Old Creole Days." He was a member of the American Society of Arts and Letters. Among his more important books are: "Ole Creole Days," 1879, 1880, 1895; "Madame Delphine," 1881, "The Creoles of Louisiana," 1884; "Bonaventure," 1888; "Dr. Sevier," 1885; "The Negro Question," 1890; "John March, Southerner," 1894; "Gideon's Band," 1914; "The Flower of the Chapdelaine," 1918, and "Lovers of Louisiana," 1918.

PHILIP HENRY LEE-WARNER

PHILIP HENRY LEE-WARNER, English publisher and an enthusiastic exponent of fine printing died, January 29. He was at one time in the service of Putnam's and visited this country many times. He was connected at various times with Chatto & Windus, publishers, the Medici Society, Charles Whittingham & Griggs, printers, and Martin Hopkinson & Co., publishers.

GEORGE C. SMITH

GEORGE C. SMITH, founder of the old firm of Smith & Butterfield, Evansville, Ind., died at his home, after a stroke of apoplexy, on January 19th. He was active in the management of the business since its establishment in 1872, and leaves a record of fifty-two continuous years as a bookseller and stationer.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Albertson, Ralph

The mental agility book. 213p. il. diags. D c. N. Y., A. & C. Boni \$2
An encyclopædia of educational puzzles; games of the wits for groups of intelligent people; brain testers for every member of the family.

Alexander, Archibald Browning Drysdale

Turn but a stone; addresses to children. 155p. D [n. d.] N. Y., Doran \$1.60

Allen, Nellie Burnham

United States; rev. ed. 351p. il. (col. front.) maps (pt. col.) D (Geographical and industrial studies) [c. '10, '25] Bost., Ginn 92 c.

Barretto, Larry

To Babylon. 322p. D '25, c. '24, '25 Bost., Little, Brown \$2
A picture of New York, the modern Babylon where Anthony Thorne, from the Middle West, strove for success.

Bennett, Alfred Gordon

The forest of fear. 320p. front. D [c. '24] N. Y., Macaulay \$2
An adventure tale of gold and jewels in the South Seas.

Bowman, Louise Morey

Dream tapestries. 91p. D '24 N. Y., Macmillan bds. \$2
Verse which has appeared in *Poetry*, *The Bookman* and Canadian magazines.

Brandon, John G.

The big heart; a present-day adventure—without a moral. 356p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Burton, William, D.D.

The Christian's God; His existence, nature, character, works and gifts. 190p. D [n. d.] [N. Y., Doran] \$1.60

Caine, Hall

The woman of Knockaloe. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Callender, Geoffrey Arthur Romaine

The naval side of British history. 305p. il. maps O '24 Bost., Little, Brown \$3.50
The author is professor of history at the Royal Naval College, Greenwich.

Calmerton, Gail H.

Practical projects, plays and games; for primary teachers. 192p. il. diags. D [c. '24] Chic., Beckley-Cardy Co. \$1.20

Carey, Henry

Songs and poems; with decorations by Robert Gibbings [ltd. ed.]. 64p. il. (pt. col.) Q [n. d.] [N. Y., The Chaucer Head, 12 W. 47th St.] bds. \$6.50
This poet of the 18th century is known chiefly by his ballad, "Sally of Our Alley"; this edition, from the Golden Cockerel Press in England, contains the music for some of the songs.

Cather, Willa Sibert

A lost lady; il. with scenes from the photoplay. 173p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Chambers, Robert W.

Eris. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Alden, William C.

The physical features of central Massachusetts. various p. (bibl. footnotes) il. maps diags. O (Dept. of Int., U. S. Geol. Survey, bull. 760-B) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Babcock, Ernest Brown, and Hall, Harvey Monroe

Hemizonia congesta; a genetic, ecologic, and taxonomic study of the hay-field tarweeds. various p. (2p. bibl.) il. diags. Q (Univ. of Cal. publications

in botany, v. 13, no. 2) '24 Berkeley, Cal., Univ. of Cal. Press pap. \$1.35

Bailey, Edwin Dunton, D.D.

Protestants and Catholics; a candid book for candid readers. 93p. D c. '24 Wash., D. C., The Protestant League, 639 F St., N.W. \$1.50; pap. \$1

Bartlett, Mrs. Laura Belle Downey

Dictionary of the intertribal Indian language, commonly called Chinook. 91p. T '24 Tacoma, Wash., Smith-Digby Co. apply

Clark, Barrett Harper

A study of the modern drama. 538p. (65p. bibl.) O c. N. Y., Appleton \$3.50

A handbook for the study and appreciation of the best plays, European, English, and American, of the last half century.

Cocteau, Jean

Thomas the impostor; a story; tr. with an introd. by Lewis Galantière. 164p. D c. N. Y., Appleton \$1.75

Thomas was a born liar and the Great War gave him the supreme opportunity for exercising his gift.

Coghlan, Lida L.

The valley of peace; [a novel]. 281p. O '24 St. Louis, B. Herder \$1.50

Colum, Padraic

The King of Ireland's son; [new ed.] il. by Willy Pogány. 316p. il. (pt. col.) D '25, c. '16 N. Y., Macmillan \$2.25

Crichton, Mrs. F. E.

Peep-in-the-World; il. by Harry Rountree. 263p. D '25 N. Y., Longmans \$1.75

A story about a little English girl, who spent a year at her uncle's castle in Germany.

Croft, Terrell

Circuit troubles and testing. 224p. il. D '24 N. Y., McGraw-Hill \$2.50

Cronwright-Schreiner, Samuel Cron, ed.

The letters of Olive Schreiner, 1876-1920. 423p. il. O '24 Bost., Little Brown \$5

The majority of the letters in this companion volume to "The Life of Olive Schreiner" were written to Havelock Ellis and to the author's husband.

Curran, G. E.

The last judgment [verse]. no p. O [c. '24] Zanesville, O., Author, 717 Moorehead Ave. bds. \$1

Curwood, James Oliver

The country beyond; a romance of the wilderness. 340p. il. D (Popular copyrights) [c. '22] N. Y., Grosset 75 c.

De Sèlincourt, Hugh

Young mischief and the perfect pair. 166p. D c. N. Y., A. & C. Boni \$2

Unconventional Oliver upsets the perfect married life of his brother and sister by flirting with the girl next door.

Drach, George, D.D.

Forces in foreign missions; with special reference to the foreign missions of the United Lutheran Church in America. 180p. il. diags. D (Key books) c. Phil., United Lutheran Pub'n. House \$1; pap. 75 c.

Eaton, Winnifred

Cattle. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Erskine, Laurie York

The confidence man. 308p. D '25 c. '24, '25 N. Y., Appleton \$2

The adventures of "the great" Corvan, master confidence man, who is forced to spend a summer in hiding in a sleepy little village.

Evans, Larry

The painted lady; il. with scenes from the photoplay. 251p. D (Popular copyrights) [c. '25] N. Y., Grosset 75 c.

Fletcher, Joseph Smith

The middle of things. 301p. D (Popular copyrights) [c. '22] N. Y., Grosset 75 c.

Footner, Hulbert

Ramshackle house. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Fourth report of the joint commission on the Book of Common Prayer; appointed by the General convention of 1913. 116p. D c. N. Y., Macmillan bds. \$1.25

Fryer, Douglas

Vocational self-guidance; planning your life work. 402p. diags. D [c. '25] Phil., Lippincott \$3

With an introduction by Harry Dexter Kitson, contributed chapters on "The Business Professions" by leading specialists in New York City, and "The Business Professions for Women" by Lorine Pruette.

Furse, Katharine

Ski-running. 143p. il. map S '24 N. Y., Longmans bds. \$1.35

A guide for the beginner; with much information about ski-centers in the Alps, equipment, etc.

Bauer, Clyde Max

The Ekalaka lignite field, southeastern Montana. various p. (bibl. footnotes) maps diags. O (Dept. of Int., U. S. Geol. Survey bull. 751-F) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Burchard, E. F., and Bagley, B. W.

Cement in 1923. various p. (bibl. footnotes) maps diags. O (Dept. of Int., U. S. Geol. Survey, II: 26) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Clarke, Frank Wigglesworth

The composition of the river and lake waters of the U. S. 203p. Q (Dept. of Int., U. S. Geol. Survey, professional paper 135) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 50 c.

Doane, Gilbert Harry, and Street, Eloise White

The legend of the book [verse]. 30p. il. D (Little bookfellow ser., v. 10) '24 Chic., The Book-fellows apply

Edwards, Thomas A.

Helps in the study and teaching of English grammar; outlines, notes, and material for study and drill. 51p. O '24 Berea, Ky., Berea College Pr. Dept. apply

Essays in metaphysics; lectures delivered before the Philosophical Union; Univ. of Cal., 1923-1924. 220p. (bibl. footnotes) O (Univ. of Cal. pubs. in phil., v. 5) '24 Berkeley, Cal., Univ. of Cal. Press pap. \$3.75

Forty-fifth annual report of the director of the U. S. Geological Survey to the Secretary of the Interior for the fiscal year ended June 30, 1924. 83p. map O '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Gardner, E. L.

Scientific touch typewriting; in which the position of letters and characters is located and words developed by guide keys. various p. diags. Q c. '09 '24 Saginaw, Mich., F. H. Bliss Pub. Co. apply

Gibbs, George Fort

The love of monsieur. 285p. front. D '25 c. '03 N. Y., Appleton \$2

The romance of Monsieur Mornay, a French adventurer in London in the days of King Charles; first published by Harper in 1903.

Goode, Rev. J. F.

History of Tugalo Baptist Association. 220p. front. (por.) D '24 c. [Toccoa, Ga.], The Toccoa Record \$1.50

Gore, Charles, Bp.

The doctrine of the infallible book; with a section by Prof. H. R. Mackintosh, D.D. 63p. (bibl. footnotes) D [n. d.] N. Y., Doran \$1

Gorman, Herbert S.

Gold by gold. 380p. D c. N. Y., Live-right \$2.50

Karl Nevins leaves his wife and his career in Springvale, when his book of poems is accepted; in New York, he learns the old truth that one's destiny lies entirely within oneself.

Hamby, William Henry

The desert fiddler; photoplay title, Percy; il. with scenes from the photoplay. 232p. D (Popular copyrights) [c. '19, '21] N. Y., Grosset 75 c.

Hamilton, Cosmo

Paradise. 295p. D c. Bost., Little, Brown \$2

Chrissie and the war help Stirling-Fortescue to live down his past reputation as a waster and profligate.

Hémon, Louis

Blind man's buff; tr. by Arthur Richmond. 244p. D c. N. Y., Macmillan \$2

Young Mike O'Brady of the London docks reached out in all directions in an effort to grasp life in his hands, only to have it elude him.

Herman, Mrs. Emily

The secret garden of the soul; and other devotional studies. 252p. front. (por.) D [n. d.] N. Y., Doran \$2

With an appreciation of the author by Rev. Duncan C. Macgregor, D.D.

Hoare, Henry William Hamilton

Our English Bible; the story of its origin and growth; rev. ed. with specimen pages

from old Bible and a bibliography. 367p. (3p. bibl.) D ['01-'25] N. Y., Dutton \$2

A study of the evolution of our present text from the earliest English versions.

Housman, Laurence

Trimblerrigg. 320p. D c. N. Y., A. & C. Boni bds. \$2.50

An audacious satire on a prominent British politician whose identity is barely concealed.

Howe, Mark Antony DeWolfe, and others

Memoirs of the Harvard dead in the war against Germany; v. 5. 783p. il. O '24 c. Cambridge, Mass., Harvard Univ. Press \$4

Short biographical and appreciative sketches of men on the Harvard Roll of Honor.

Hughes, Henry Maldwyn, D.D.

What is the atonement? a study in the passion of God in Christ. 172p. (bibl. footnotes) D [n. d.] N. Y., Doran \$1.60

Hunt, Harry Ernest

Spirit and music. 136p. (bibl. footnotes) D '22 N. Y., Dutton \$1.50

Jacks, Lawrence Pearsall, D.D.

The challenge of life; three lectures. 102p. D [c. '25] N. Y., Doran \$1.25

The Hibbert lectures for 1924, which have been delivered by the author in various parts of Great Britain, the United States and Canada.

James, Walter H., and Dole, Myron W.

Power plant machinery; v. 2; details and accessories. 274p. diagrs. O '24 N. Y., Wiley \$3

Jeffrey, Edward Charles

Coal and civilization. 194p. il. D c. N. Y., Macmillan \$2.50

Descriptions of the structure and mode of formation of the deposits which are the source of our coal; and the importance of their rôle in present day life.

Kneeland, Natalie

Cases in retail salesmanship. 204p. (bibls.)

O (Merchandise manuals for retail salespeople) '24 c. Chic., A. W. Shaw \$1.50

Hosiery, knit underwear, and gloves. 146p.

O (Merchandise manuals for retail salespeople) '24 c. Chic., A. W. Shaw \$1.50

Waists. 170p. (bibls.) O (Merchandise

manuals for retail salespeople) '24 c. Chic., A. W. Shaw \$1.50

Concise, usable information essential to successful selling of retail merchandise.

Giesen, John

Laboratory manual for general biology and fundamental embryology. 215p. diagrs. O [c. '24] Milwaukee, Wis., Bruce Pub. Co. pap. \$1.80

Golden anniversary of the Kentucky Derby and

Churchill Downs; fifty years of glorious turf history. no p. il. (pt. col.) obl. O n. d. [Louisville, Ky., Jockey Club, Churchill Downs] pap. apply

Hall, Fred S.

Medical certification for marriage; an account of the administration of the Wisconsin marriage law as it relates to the venereal diseases. 92p. (bibl. footnotes) O c. N. Y., Russell Sage Foundation pap. 50 c.

Hepford, Minerva S.

A word book for phonetic drill. 102p. D '24 Harrisburg, Pa., W. Albright apply

Home, John

Home's "Douglas"; ed. with introd. and notes by Hubert J. Tunney. 100p. (2p. bibl.) front. O (Bull.

of Univ. of Kan., Humanistic studies, v. 3, no. 3) '24 c. Lawrence, Kan., Univ. of Kan. pap. \$1

Kew, William S. W.

Geology and oil resources of a part of Los Angeles and Ventura counties, Cal. 210p. (bibl.

footnotes) il. maps diagrs. O (Dept. of Int., U. S. Geol. Survey, bull. 753) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 50 c.

Knopf, Adolph

Geology and ore deposits of the Rochester district, Nevada. 87p. (bibl. footnotes) il. maps diagrs. O (Dept. of Int., U. S. Geol. Survey, bull. 762)

'24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 15 c.

Kroeber, A. L., and Strong, William Duncan

The Uhle pottery collections from Ica; with three appendices by Max Uhle. various p. il. maps diagrs. Q (Univ. of Cal. publications in Amer. archaeology and ethnology, v. 27, no. 3) '24 Berkeley, Cal., Univ. of Cal. Press pap. 85 c.

Köhler, Wolfgang

The mentality of apes; tr. from 2nd rev. ed. by Ella Winter. 350p. (footnotes) il. diags. O (Internat'l lib. of psychology, philosophy, and scientific methods) '25 N. Y., Harcourt \$4.50

Lawson, James Gilchrist

Bible quotation puzzles; fifty-two leading Bible verses arranged as numerical enigmas. no p. D [c. '25] Chic., W. P. Blessing, [208 S. Wabash Ave.] \$1

Lincoln, Natalie Sumner

The cats paw. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Loeb, Jacques

Proteins and the theory of colloidal behavior; 2nd ed. rev. and enl. 380p. il. D (International chemical ser.) '24 N. Y., McGraw-Hill \$3.50

Macaulay, Rose

Orphan Island. 319p. D [c. '25] N. Y., Liveright \$2

Fifty orphans, together with their matron and the ship's doctor are shipwrecked on a desert island, where they establish a new race; various amusing occurrences ensue.

McConnell, William John, and Driggs, Howard Roscoe

Frontier law; a story of Vigilante days; il. by Herbert M. Stoops. 245p. il. D (Pioneer life ser.) '24 c. Yonkers, N. Y., World Bk. \$1.20

MacGowan, Alice, and Newberry, Perry

Shaken down. 309p. D c. N. Y., Stokes \$2
A new Jerry Boyne detective story in which the patrolman solves the mystery of a stolen child and his nurse's murder.

Mackay, William Mackintosh, D.D.

The men whom Jesus made; a series of studies in the characters of the twelve apostles. 219p. D [n.d.] N. Y., Doran \$1.60
By the author of "Bible Types of Modern Men."

Mackenzie, Compton

The seven ages of woman. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Mannin, Ethel E.

Hunger of the sea. 353p. D '24 N. Y., Duffield \$2

A romance of the English coast; a second novel by a young woman of twenty-three.

Meyer, R. J.

The science of the saints; v. 2; The world in which we live; 4th ed. 418p. O '24 St. Louis, B. Herder \$1.75

Millin, Mrs. Sarah Gertrude

God's stepchildren. 319p. D [c. '24] N. Y., Liveright \$2

A story of four generations of half-breeds in South Africa, by the author of "The Jordans."

Montgomery, Helen Barrett, tr.

Centenary translation of the New Testament; [v. 2; Acts to Revelation]. various p. [c. '24] Phil., Am. Baptist Publication Society flex. cl. 50 c.

More, Louis Trenchard

The dogma of evolution. 386p. (bibl. footnotes) O c. Princeton, N. J., Princeton Univ. Press \$3.50

The substance of lectures delivered under the Louis Clark Vanuxem Foundation at Princeton in January, 1925.

Morton, Martha

Val Sinestra. 275p. D [c. '24] N. Y., Dutton \$2

Two men, one, aristocratic and conventional, the other a brilliant tempestuous immigrant, fall in love with dark emotional Julie.

Mulford, Clarence E.

The orphan. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Myerson, Abraham, M.D.

When life loses its zest. 237p. D (Mind and health ser.) c. Bost., Little Brown \$1.75

Practical advice as to how to regain interest in living from one who has had wide clinical experience with mental and nervous disorders.

Norris, Herbert

Costume and fashion; the evolution of European dress through the earlier ages. 315p. (bibls.) il. (pt. col.) maps. diags. Q [n.d.] N. Y., Dutton \$10

Particularly useful to teachers and students of history and literature, painters of historical pictures, and producers and actors in historical and Shakespearean plays.

Loughlin, G. F., and Coons, A. T.

Lime in 1923. various p. O (Dept. of Int., U. S. Geological Survey II: 24) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Stone in 1923. various p. O (Dept. of Int.; U. S. Geol. Survey II: 21) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

McNeile, Herman Cyril

That bullet hole has a history! 21p. D '24 N. Y., Doran apply

Mansfield, George Rogers

Phosphate rock in 1923. various p. (4p. bibl.) O (Dept. of Int., U. S. Geol. Survey II: 23) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Mansfield, George Rogers, and Boardman, Leona

Potash in 1923. various p. (4p. bibl.) maps O (Dept. of Int., U. S. Geol. Survey II: 20) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Middleton, Jefferson

Feldspar in 1923. various p. diagr. O (Dept. of Int., U. S. Geol. Survey II: 25) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Miser, Hugh D.

Geologic structure of San Juan Canyon and adjacent country, Utah. various p. (bibl. footnotes) il. maps diagr. O (Dept. of Int., U. S. Geol. Survey, bull 751-D) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Butterfly. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Oman, Carola

Princess Amelia. 319p. D '24 c. N. Y., Duffield \$2

A novel that is a brilliant picture of life at the Court of George III, following the fortunes and romances of the Princess and her dearest friend, Georgiana Vavasour.

Parker, Sir Gilbert

Carnac's folly. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Parsons, Mabel, comp.

English house grounds; text by Clarence Fowler; ed. by Eugene Clute. 99p. il. Q 24 c. N. Y., [Compiler], 15 E. 40th St. bds. \$7.50

Suggestions for the grounds of small and medium-sized homes with 40 full-page illustrations from English examples; with descriptive captions and text addressed to the layman. Planned by Samuel Parsons, formerly Landscape Architect, Dept. of Parks, New York City, and completed by his daughter in collaboration with Clarence Fowler, Fellow American Society of Landscape Architects, and Eugene Clute, Editor, *Pencil Points*

Phillips, John Albert

Papal paganism. 223p. (bibl. footnotes) D '24 c. Nashville, Tenn., Cokesbury Press \$1.50

The author of this study of the Catholic religion has spent a great part of his life in Mexican mission work.

Pinson, William Washington

Walter Russell Lambuth, prophet and pioneer. 261p. il. D '24 c. '23 Nashville, Tenn., Cokesbury Press \$1.75

The biography of a Methodist bishop and missionary.

Pollock, Channing

The fool; a novel from the play; il. with scenes from the photoplay. 300p. D (Popular copyrights) [c. '25] N. Y., Grosset 75 c.

Ringo, Fredonia Jane

Girls' and juniors' ready-to-wear. 181p. (bibls.) O (Merchandise manuals for retail salespeople) '24 c. Chic., A. W. Shaw \$1.50

Practical information about merchandise and analysis of selling points for retail salespeople.

Rochefoucault, Duke de la

Moral maxims; [ltd. ed.]. 133p. (footnotes) O '24 [N. Y., The Chaucer Head, 12 W. 47th St.] bds. \$5

A new translation endeavoring to express the sense of the original, beautifully printed by the Golden Cockerel Press in London.

Rolland, Romain

Annette and Sylvie; tr. by Ben Ray Redman. 339p. front. (por.) D c. N. Y., Holt \$2.50

Volume one of "The Soul Enchanted"; this book deals largely with Annette's love affair—shall she become a mere echo of her husband's opinions, or shall she retain her own individuality?

Rusk, William Sener

Monuments and memorials. 159p. (1p. bibl.) il. D (Art in Baltimore) '24 c. Balt., Norman, Remington \$2.50

The first volume of a series dealing with art in Baltimore, in history and in modern times.

Sampson, Emma Speed [Nell Speed, pseud.]

The comings of Cousin Ann. 266p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Sedgwick, Anne Douglas [Mrs. Basil de Sélincourt]

Tante. 437p. D (Popular copyrights) [c. '11] N. Y., Grosset 75 c.

Smith, Arthur Douglas Howden [Allan Grant, pseud.]

The doom trail. 320p. maps D (Popular copyrights) [c. '21, '22] N. Y., Grosset 75 c.

Paige, Sidney

Geology of the region around Lead, S. D., and its bearings on the Homestake ore body. 62p. il. maps diagrs. O (Dept. of Int., U. S. Geol. Survey bull 765) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 20 c.

Parker, Arthur C.

The great Algonkin flint mines at Cocksackie. various p. il. diagrs. O (Researches and transactions of the N. Y. State Archeological Assn., v. 4, no. 4) c. Rochester, N. Y., Lewis H. Morgan Chapter pap. 75 c.

Pittman, Marvin Summers

Problems of the rural teacher. 77p. Q (Educational problem ser., no. 6) '24 Bloomington, Ill., Public School Pub. Co. apply

Proceedings of the eighteenth annual meeting of the Association of Life Insurance Presidents, held in the Hotel Astor, N. Y., Dec. 11 and 12, 1924. 216p. O [n. d.] [N. Y., Assn. of Life Insurance Presidents, 165 Broadway] pap. gratis

Reeside, John B., and Knowlton, F. H.

Upper Cretaceous and Tertiary formations of the

western part of the San Juan basin, Col. and N. M.; and Flora of the Animals formation. 121p. (bibl. footnotes) il. maps diagrs. Q (Dept. of Int., U. S. Geol. Survey, professional paper 134) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 40 c.

Renick, B. Coleman

Base exchange in ground water by silicates as illustrated in Montana. various p. (bibl. footnotes) il. map diagr. O (Dept. of Int., U. S. Geol. Survey, water-supply paper 520-D) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. apply

Richards, S. G.

Arithmetic; rapid calculations, drills, tests; and [answer book]. 123p. diagrs. S [c. '24] [Des Moines, Ia., Associated Schools Supply Co.] pap. apply

Sears, Julian D.

Geology and oil and gas prospects of part of Mocat County, Col., and southern Sweetwater County, Wyom. various p. (bibl. footnotes) il. maps diagrs. O (Dept. of Int., U. S. Geol. Survey, bull. 751-G) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 20 c.

Stead, Francis Herbert

The story of social Christianity; 2 v. 267p.; 261p. D ("The living church" ser.) [n. d.] N. Y., Doran \$2 ea.

Volume I, from the beginning to the discovery of the New World, A. D. 1492; volume 2, from Reformation and Counter-reformation to the present day.

Stringer, Arthur John Arbuthnott

The diamond thieves. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Struthers, Rev. J. P.

Pilgrim cheer; a book of devotional readings. 231p. S [n. d.] N. Y., Doran \$2

Extracts from the manuscripts of sermons by an English preacher.

Stuckey, H. P., and Kyle, Edwin Jackson

Pecan-growing. 246p. (bibl. footnotes) il. diagrs. D (Rural science ser.) c. N. Y., Macmillan \$3

A compendium of practical information on the commercial growing of pecans, including results of recent scientific investigation in this field.

Tefft, Nathan Appleton

Needles from the whispering pine; verse; a close to nature series. 87p. D '24 c. Bangor, Me., Jordan-Frost Pr. Shop \$2

Thomson, D. P., ed.

Winning the children for Christ. 197p. D (Handbooks of modern evangelism) [c. '25] N. Y., Doran \$1.75

A collection of articles by various authors on the religious education of children.

Thoreau, Henry David

Where I lived and what I lived for [ltd. ed.]. 45p. Tt '24 [N. Y., The Chaucer Head, 12 W. 47th St.] bds. \$3

An essay taken from "Walden" or "Life in the Woods; an unusually fine edition from the Golden Cockerel Press.

Thynne, Roger

The churches of Rome. 492p. il. map S '24 N. Y., Dutton \$5

Descriptive and interpretive notes on artistic points of interest in the more famous Roman churches.

Tischner, Rudolf

Telepathy and clairvoyance; tr. by W. D. Hutchinson; with introd. by E. J. Dingwall. 237p. (footnotes) il. diagrs. O (Internat'l lib. of psychology, philosophy, and scientific method) '25 N. Y., Harcourt \$3.50

Vaughan, D. M.

Great peoples of the ancient world. 188p. il. (col. front.) maps D '25 N. Y., Longmans \$1.20

This book has been written to introduce children of ten to twelve years of age to the life of ancient times.

Wallace, Edgar

The clue of the new pin. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c

Washburn, Claude Carlos

The prince and the princess. 312p. D c. N. Y., A. & C. Boni \$2.50

A glimpse of the life led by Americans in and near Florence; the charm and excitement of Italian society.

Webster, Nesta H. [Mrs. Arthur Webster]

Secret societies and subversive movements. 432p. (bibl. footnotes) front. (por.) O [n. d.] N. Y., Dutton \$7

A history of secret organizations in their relation to the development of revolutionary ideas; a general survey of a number of great movements in the past.

Welch, Adam C., D.D.

The code of Deuteronomy; a new theory of its origin. 223p. (bibl. footnotes) D [n. d.] N. Y., Doran \$2

Wells, Carolyn

Wheels within wheels. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Whyte, Alexander, D.D.

With mercy and with judgment. 298p. D [n. d.] N. Y., Doran \$2

A collection of sermons by a Scotch preacher.

Williams, Wayland Wells

Family. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Williamson, C. N., and Williamson, A. M.

The night of the wedding. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Wilson, Harry Leon

Oh, doctor! a novel; il. by Henry Raleigh. 384p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Smith, Robert E.

Methodist Episcopalians; who they are, what they believe, what they do; rev. ed. 96p. T [c. '09, '24] N. Y., Methodist Bk. Concern pap. 15 c. ea.; \$1.75 doz.

Spalding's official athletic almanac, 1925. 150p. il. S (Spalding's athletic lib. no. IX) c. '25 N. Y., Amer. Sports Pub. Co., 45 Rose St. pap. 35 c.

Surface water supply of the U. S., 1921; pt. 5. Hudson Bay and upper Mississippi river basins. 191p. il. O (Dept. of Int., U. S. Geol. Survey, water-supply paper 525) '24 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. pap. 20 c.

Swope, Herbert Bayard

Journalism: an instrument of civilization. 17p. D (Hobart College bull. v. 22, no. 9) '24 Geneva, N. Y., Hobart College apply

Whipple, Guy Montrose

Problems of a high-school teaching staff. 67p. Q (Educational problem ser., no. 7) '24 Bloomington, Ill., Public School Pub. Co. apply

Wyer, Samuel S.

Niagara Falls: its power possibilities and preservation. 34p. il. maps diagrs. O (Smithsonian Institution's study of natural resources, pubn. 2820) '25 Wash., D. C., Smithsonian Institution pap. apply

Wilson, Woodrow

College and state; educational, literary and political papers (1875-1913); 2 v.; ed. by Ray Stannard Baker and William E. Dodd. 541p.; 532p. (31p bibl.) fronts. (pors.) O [c. '25] Indianapolis, Bobbs-Merrill \$4

The first two volumes of a set of six to be published by Harper; the only authorized edition of Wilson's public utterances.

Wilstach, Paul

Along the Pyrenees. 302p. il. maps O [c. '25] Indianapolis, Bobbs-Merrill \$4

A fascinating account of the author's travels through these mountains from Toulouse down into Spain, full of local color and legendary atmosphere.

Woman's Alliance cook book (The); 4th ed.; comp. by the members and friends of the Woman's Alliance, Merrill, Wis. 236p. D 24 c. Stevens Point, Wis., Worzalla Pub. Co. oil cloth \$1.50

Woodrow, Mrs. Wilson

The second chance. various p. front. D (Copyright fiction) '25 N. Y., Burt 75 c.

Worden, Lucille Burch

Tales of a dog and a pussy and a pussy willow. no p. il. (col.) Q ['24] [Ilion, N. Y., Author, 57 West St.] bds. \$2.50

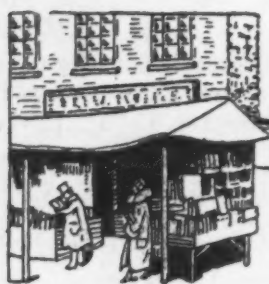
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ONE hundred additional copies of the "Bibliographical Essays, a Tribute to Wilberforce Eames," have been printed for sale to meet the cost of publication. This is a volume of 470 pages, containing thirty-one contributions on subjects of bookish interest. The price is \$15 and it may be ordered directly thru a bookseller, or from Lawrence C. Wroth, Box 1468, Providence, R. I. There are also a few proofs, on large paper, of the frontispiece portrait of Dr. Eames for sale at \$1.50 each.

AMERICANA, printed and in manuscript, including selections from the autograph collection of Walter Dormitzer, together with the Americana portion of the library of K. D. Ellsworth, with additions, were sold at the American Art Galleries January 30, 268 lots bringing \$24,409. A few of the more important lots and the prices realized were the following: Charles Chauncey's "God's Mercy," etc., small 8vo, unbound, Cambridge, 1655, one of two known copies, \$3,300; collection of 632 A. L. S. and A. D. S. by members of the Continental Congress, with many portraits, mounted, including thirty signers, \$620; A. L. S. and A. D. S. of members of the Federal Convention of 1787, signed by 73 members, the most important lots of the kind ever offered together, \$300; William Hooke's "New England's Sence, or Old-England and Irelands Sorrowes," small 4to, London, 1641, first edition, \$340; and William Wood's "New England's Prospect," small 4to, levant by Pratt, London, 1634, first edition, the first detailed account of Massachusetts, \$1,700.

THE remaining Americana portion of the Walter Dormitzer collection of autographs, including signers, cabinet members, senators, naval and military officers,

state governors, Confederate States officials, will be sold at the American Art Galleries February 12 and 13. The signers' letters are especially noteworthy, comprising forty-seven letters and documents, some of the letters taking high rank for their interesting text. In addition to these important autographs, other properties include rare and desirable printed books on the Colonies and States, almanacs, newspapers and periodicals, canals and railroads, freemasonry, California and the Far West.

SELECTIONS from the library of Harry Bishop of Louisville, Ky., miniature books from the collection of Wilbur Macey Stone of this city, with additions from several libraries, were sold at the Anderson Galleries, January 26 and 27, 540 lots bringing \$6,136.85. There was only a sprinkling of rarities and these were not always in good condition. A few of the more important lots and the prices realized were the following: Chaucer's "Works," folio, russia, London, 1561, fourth collected edition, \$75; Mark Twain's "Writings," 35 vols., 8vo, boards, New York, 1922-23, the definitive edition, \$115; Combe's "Life of Napoleon," colored plates by Cruikshank, 8vo, calf, London, 1815, first edition, \$100; Sparks's "Life of Franklin," extra-illustrated with 300 plates, 8vo, levant by Root, Boston, 1844, \$145; "Liber Scriptorum" the first book of the Authors' Club, small folio, New York, 1893, \$70; Ticknor's "Life of Prescott," 1 vol. extended to 2, 4to, morocco, Boston, 1866, a large paper copy extra-illustrated, \$75; and a complete set of the Tudor Translations. 34 vols., London, 1892-1905, lacking only the Bible and the "Decameron," \$180.

MEMORABILIA of the presidents, the collection of Henry Goldsmith of this city, was sold at the American Art Galleries, January 29, 204 lots fetching \$19,902. This sale contained many interesting and rare items and good prices were realized. A few of the more important lots were the following: Washington's copy of "A New and Complete Dictionary of Arts and Sciences," 4 vols., 8vo, calf, London, 1763, with Washington's autograph on each title-page and his bookplate in each volume, \$2,600; Washington's copy of "The Military guide for Young Officers," 8vo, morocco, circa, 1776, \$2,000; Washington's copy of MacPherson's "Poems of Ossian," 8vo, Philadelphia, 1790, with his signature above the preface, \$1,300; an A. L. S. of Zachary Taylor, i. p. 4to, Oct. 22, 1848, referring to the presidency to which he was elected less than a month later, \$220; A. L. S. of Abraham Lincoln, 1 p. May, 1860, written two weeks before he was nominated for the presidency, \$2,100; A. L. S. of Woodrow Wilson, 7 pp. 12mo, June 28, 1887, an interesting letter, \$280; signed manuscript of Warren G. Harding's speech "Safe Guarding America" delivered in the Senate September 11, 1919, \$155.

THE first four volumes of the new Halliford edition of the "Works of Thomas Love Peacock," to be completed in ten volumes, have just been published by Gabriel Wells in conjunction with Constable of London. These include Vol. II, "Melincourt," printed from the first edition of 1817; Vol. III, "Nightmare Abbey" and "Maid Marian," from the Bentley editions of 1837; Vol. IV, "The Misfortunes of Elphin," from the first edition of 1829, and "Crochet Castle," from the Bentley edition of 1837; and Vol. V, "Gryll Grange," from the first edition of 1861. Facsimiles of all of the titlepages together with textual changes and bibliographical notes accompany each novel. Vol. I, containing biographical and critical introduction, and "Headlong Hall"; Vol. VI and VII, "Poems"; Vol. VIII, "Plays"; and Vol. IX and X, "Miscellaneous Prose," will follow. This edition contains much prose and verse not previ-

ously published in book form together with important material never before printed. The format is a tall post octavo, printed with large type, on good paper, bound in red cloth, the edition limited to 675 sets for Great Britain and America and the type distributed. The only "Collected Works" of Peacock hitherto issued is the three volume edition edited by Sir Henry Cole and published by Bentley in 1871. This edition, valuable tho it has been in the absence of any rival, is textually imperfect and incomplete. Peacock made considerable revision in the wording of his books during his lifetime, and such variants Sir Henry Cole made no attempt to indicate. This will be the standard edition of Peacock for a long time and the low limit should insure a quick sale.

Catalogs Received

Books from Roswell Field's library to literature. (No. 7). Walter M. Hill, 22 East Washington St., Chicago, Ill.

Books relating to the discovery, history and early exploration of the North American continent, including maps, engravings, etc. (No. 6; Items 1027.) Thorburn & Abbott, 118 Sparks St., Ottawa, Canada.

Old books and modern firsts. (No. 6; Items 618.) Arthur Rogers, The Gardens, Monkseaton, Northumberland, England.

Rare books, first editions, private press books. (No. 6; Items 392.) Barnet J. Beyer, Inc., 50 West 49th St., New York City.

Richard LaGallienne collection of original manuscripts and first editions. (Items 135.- "The collection is offered as a lot, and we shall be pleased to quote an exceptionally low price to anyone interested. We shall likewise be pleased to hear from anyone interested in single items in this collection." George D. Smith Book Co., Inc., 8 East 45th St., New York City.

THE BOOKPLATE ANNUAL FOR 1925, in a limited edition of 500 copies, is now almost ready. It will contain among other interesting features, a portfolio of contemporary bookplates, articles on: "The George Washington Bookplate Myth" by Charles O. Cornelius; "The Bookplate of Dugald Stewart Walker" by Gardner Teall; and "The Bookplates of D. Y. Cameron" by Haldane Macfall.

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In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit.

While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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 Mythology, Dr. Wm. Smith.
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Amer. Bap. Pub. Soc., 125 N. Wabash Ave., Chicago
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 Brown, Wieland.
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 Dewey, Influence of Darwin.
 Dimock, Book of the Tarpon.
 Hambien, On Many Seas.
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 Lossing's Amer. Hist. Record, 3 vols.

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Morris, William, *Life and Death of Jason*, Longmans, Green.
American Ethnological Society, N. Y., *Transactions*, vol. 2, 1848.
Humboldt Library of Popular Science Literature, nos. 37-48 in 1 vol., no. 42 especially, Humboldt Pub. Co., 1883.
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 Nietzsche, Will to Power.
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 New York Illustrated News, 1860-65.
 Nobbs, Old Coaching Days, London, 1891.
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McIlhenny, Wild Turkey and Its Hunting, N. Y., 1914.
 Mershon, Passenger Pigeon, 1907.
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- Animals of the Past, Lucas.
- Bookbinding and the Care of Books, Douglass Cockrill, 2.
- Holy Land and Bible, Geikie.
- Scientific Phrenology, Dr. Bernard Hollander.
- Philip Howard Furman, 363 W. 51st St., New York
- Beadle's Original Dime Novels, 16 mo. pictorial wrappers. Beadle & Co. 1860-1876.
- Munro's Indian Novels 16 mo.
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- Genealogy of Karr Family.
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- U. S. Geol. Sur., vol. 18, pt. 2; vol. 21, pt. 7.
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- Anything on Texas.
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- Chestnut, *A Diary from Dixie*.
- Goodspeed's Book Shop, 9-A Ashburton Place, Boston
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- Castiglione, *Book of the Courtier*, trans.
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- DeRase, *Life and Times of Wm. Leonards Yancey*.
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- Drawings of Michelangelo.
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- Gaddis, *Travels in Ohio and Michigan*, 1826-27.
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- Gibson, *Camp Life in the Woods*.
- Hurd, *Hist. of Otsego Co.*, N. Y.
- Hist. of Carroll Co., N. Hamp.
- Kemp, *Old Folk's Concert Tunes*, 4 copies.
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- Pownall's Administration of Colonies.
- Read, *Etchings, practical treatise*.
- Revere, *A Tour of Duty in California*, etc.
- Richter, *Prints, brief review of their technique*, etc.
- Riley, *Riley's Narrative*.
- Rolland, *Life of Beethoven*.
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- Wright, *Early Maps of Conn. Valley*.
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The Forayers, Eutah, The Partisans.
Katherine Walton.
Tropical Gardening, Macmillan.
Portrait of Geo. Crookshank.
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Shahan, Beginnings of Christianity.
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As You Like It, Ben Greet ed.
Bluebeard, Kate Douglas Wiggin.

H. Hirshberg, 711 Boardwalk, Atlantic City, N. J.
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Our People; Adam Plush.

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Eaton, Idyl of the Twin Fires.
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The Holliday Bookshop, 10 W. 47th St., New York
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Saliers' Accountant's Handbook.

Holmes Bk. Co., 742 S. Main St., Los Angeles, Cal.
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Samuel Boyse, New Pantheon, 5th ed. by W. Cook.
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Essay on Transmigration, etc., by Whitelocke Bul-
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John Paul, Writings and Publications.
Marcy, Border Reminiscences.
Wakeman's Log of an Ancient Mariner.
Lewis & Clark, 1842.
Glisan Journal of Army Life.
Early Days in California, A. H. Dexter, Denver,
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With Stevenson to California in '49, James Lynch, 1896.
 Memoirs of James Ord, Altoona, 1920.
 Reminiscences of California Life, R. N. Wilcox.
 Wren's History of Nevada.
 Gosta Berling, Selma Lagerlöf, trans. Lillie Tu-deer.
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 Billy the Kid, Lacroix.
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 The Stone Age, Morehead, 2 vols.
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 Piper, C. V., Progress of Agricultural Education.
 Richards, E. H., Cost of Living, 1915, Wiley.
 Sheldon, H. D., Student Life & Customs, 1901, Appleton, \$1.20.

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Around the World Cook Book, M. L. Barroll, Century, 1913.
 Darby O'Gill and the Good People, H. T. Kavanagh, Reilly & Britton, 1915.

Kaufmann's Bk. Dept., Pittsburgh, Pa.

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 Journal of Geography, vols. 10 to 17, September, 1911, to December, 1918.
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 Stephens, James, The Crock of Gold.
 Sherman's On Contemporary Literature, Holt, 1917.
 Constable, by Holmes.
 Pater, Walter, Imaginary portraits, first edition.

Pettibone-McLean Co., 73 E. State St., Columbus, O.
 Bailey's Handbook of universal questions and an-
 swers for stationary, marine and Diesel engineers
 and firemen, 4th ed., '21.

Phila. Book Co., 22 N. Ninth Street, Phila.
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Williams, Essentials of Chemistry.
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Wilson, W. D., Elementary Treatise on Logic.
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Adams British interests in Texas, 1910.
Adams, J. Q., Memoirs, 12 vols. 1874-7.
Alaska Session Laws 1915, 1917 and 1919.
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American Anthropologist, vol. XVI.
American Jnl. of Archaeology, 1922, pt. 4; 1923,
pt. 3.
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Journal of Negro History, vol. 1 and 2.
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Paleontology of N. Y., vol. 8, part 2.
Stone, Life of Joseph Brant.
U. S. Catalogues 1912. and Suppls. 1917 1921, 1924.
Unwin, G., Industrial organization in the 16th and
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Harper's Monthly Magazine for January-August, inclusive, 1894.
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Huelsen, Ch., *Roman Forum*, edition in English only.
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La Farge, J., *An Artist's letters from Japan*, Century, 1897; *Considerations on Painting*, Mac., 1896.
Lanciani, *Wanderings in Roman Campagna*, Houghton.
Landon, W. S., *Imaginary Conversations*, 4 vols., Roberts Bros., Boston, only.
Laurie, S. S., *Rise and Early Constitutions of Universities*, N. Y., 1887.
Lloyd, H. D., *A Sovereign People*, Doubleday, Page, 1907.
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Spooner, W. A., editor, *Histories of Tacitus*, Mac., 1891.
Torrey, *Gist of the Lesson*, 1924, Revell.
Tsountas & Marrott, *The Mycenaean Age*, Houghton.
Van Rensselaer, *Goede Vrouw of Mana-ha-ta*, Scribners, 1898.
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Benson, Frank W., Etchings & Drypoints, Houghton Mifflin Pubs., lim., parts 1 & 2.
Society des Beaux Arts, 25 remarque proof etchings by Ungar, Fleming, etc., descriptive Cat. in English, Paris, 1878, 2 vols.
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Meade, Fragments of a life forgotten.

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Hamlet, Tonsen, London, 1734.

English Notes, Boston Daily Mail Office, 1842; this

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As You Like It, Tonsen, London, 1734.

Walker issues of Shakespeare Plays, 1734-5.

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Vassar Co-operative Book Shop, Poughkeepsie, N. Y.
Mumford, L. K., Oriental Rugs, Scribners, 3rd ed.
Hughton, Expedition of Donner Party, McClurg 1911.

Vendome News, Dartmouth at Boylston, Boston 17
Correspondence Between Emerson and Carlyle.

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 Vol. 22, no. 3. Bulletin Geo. Society of America.

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 Drinkwater, John, Robert Burns, An Address Delivered to the Ninety Burns Club of Edinburgh, 25th January, 1924. First ed. 8vo wrappers, 1924, 1s.
 Masson, Rosaline, Author of Life of R. L. Stevenson, etc., etc., Use and Abuse of English, a hand-book

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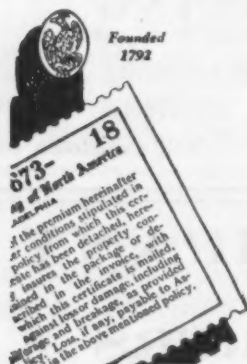
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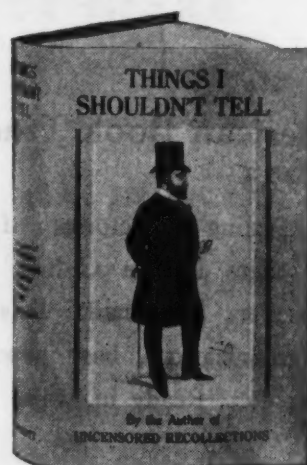
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